

— 2020 — ANNUAL REPORT

PARENTSEMPOWERED.ORG



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LOOK FOR THE PLAY BUTTON TO WATCH
OR LISTEN TO THE AUDIO/VISUAL
CREATIVE SAMPLES AND NEWS FOOTAGE.



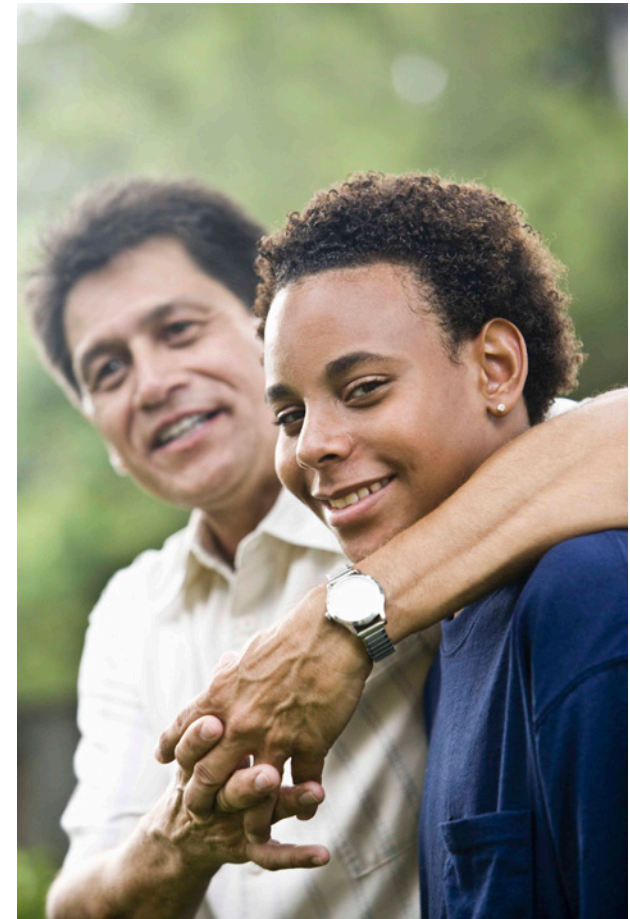
The link will automatically
open a web browser on
your device and take you to
YouTube, Vimeo or Facebook
(no account needed to view).

WHAT IS PARENTS EMPOWERED?

Parents Empowered is a statewide underage drinking prevention media and education campaign focused on parents, who are the number one reason kids don't drink. Research also shows kids are less likely to drink alcohol when parents are actively involved in their lives and communicate their clear disapproval of underage drinking before the age of 21. Funded by the Utah Legislature, the community-based initiative provides parents and caregivers with information about the harmful effects of alcohol on the developing adolescent brain, along with proven skills to help prevent underage drinking.

The campaign is also founded on the premise that underage drinking prevention is a collective responsibility that requires a collective solution. Consequently, the Utah Legislature organized the State Underage Drinking Prevention Workgroup, also now known as Parents Empowered, to run the campaign under the governance of USAAV+, the Utah Substance Abuse and Mental Health Advisory Council. The Utah Department of Alcoholic Beverage Control manages the day-to-day operations of the campaign with legislative appropriation funding coming from a portion of the state's alcohol sales and profits.

From the beginning, the campaign has been based on national, peer-reviewed research from top substance abuse prevention scientists as reported in, "Reducing Underage Drinking: A Collective Responsibility," authored by the National Research Council and the Institute of Medicine. Recognizing the enormity of the problem of underage drinking in America, Congress asked the National Academies to develop a strategy for reducing and preventing underage drinking. The findings suggested the need for a coordinated, collective response at the local, state and national level, to address the growing problem of underage drinking in America.



From the beginning, the campaign has been based on national, peer-reviewed research from top substance abuse prevention scientists.

This premise, that underage drinking must be addressed collectively, by adults and society as a whole, is one of the underpinnings of the Parents Empowered campaign.

Research by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and other recognized authorities have also been reviewed and implemented in the campaign strategy. As a result, the National Association of State Alcohol and Drug Abuse Directors (NASADAD) has recognized Parents Empowered as an effective program and the Utah Division of Substance Abuse and Mental Health (DSAMH) has designated the program as an evidence-based, prevention best practice. Parents Empowered was the first prevention campaign in Utah to ever receive such recognition, both on the local and national level.

The Parents Empowered Workgroup understands the importance of measuring and evaluating the effectiveness of the campaign. To measure progress, the campaign conducts semi-annual tracking surveys, reviews the biennial SHARP student survey and contracts with a third-party for an independent evaluation. The results from these surveys and the independent evaluation are used to guide

media, communication and outreach strategies for the campaign.

As noted above, based on the evidence-based, strategic insight that underage drinking prevention is a collective responsibility, it

The results of the semi-annual tracking surveys and independent evaluation are used to guide media, communication and outreach strategies for the campaign.



was essential the Parents Empowered campaign be organized to enable coordinated efforts between multiple agencies, all working toward the common, shared goal to prevent underage drinking in Utah. As a result, not only USAAV+ oversaw the formation of an Underage Drinking Prevention Workgroup to direct the campaign but Parents Empowered reports back semi-annually to USAAV+ on its progress.

It is important to note that the Parents Empowered Workgroup is comprised of representatives from state agencies and public/private organizations such as the Governor's Office/Utah Substance Abuse and Mental Health Advisory Council, Attorney General's Office, Department of Alcoholic Beverage Control, Division of Substance Abuse and Mental Health, Department of Health, Department of Public Safety/Highway Safety Office, Utah



Prevention Network and all 13 local substance abuse authorities, State Board of Education, Juvenile Courts, law enforcement, Utah PTA, Power of Prevention Coalition and a member of the general public.

Meeting weekly, the Parents Empowered Workgroup collaborates in implementing statewide and local strategies to achieve its prevention goals. The group seeks to unify efforts and coordinate resources among local prevention coordinators, community prevention coalitions, local elected officials, and private businesses to provide support to parents as they work to keep their kids' brains healthy and alcohol-free. These weekly, collaborative meetings, with a detailed agenda addressing the multi-faceted efforts of the campaign, are another significant factor in the campaign's success.

Finally, Parents Empowered recognized from the beginning of the campaign they would need a professional media communications firm to be successful. For the past

14 years, Parents Empowered has combined the most effective prevention people with the best media communication talent and expertise to deliver a highly effective underage drinking prevention campaign. R&R Partners, a regional communication firm, has served as a committed partner with the Parents Empowered campaign, providing critical media buying, creative and communication proficiencies.

This entire collective effort over the last 14 years has been an integral part of the ongoing progress toward eliminating underage drinking in Utah.

For the past 14 years, Parents Empowered has combined the most effective prevention people with the best media communication talent and expertise to deliver a highly effective underage drinking prevention campaign.

EXECUTIVE SUMMARY

Since Parents Empowered was established in 2006, the campaign has helped protect the brains and futures of tens of thousands of Utah children from the devastating effects of underage alcohol use. The most recent 2019 Utah SHARP (Student Health and Risk Prevention) Survey, which measures student alcohol use among 6th, 8th, 10th and 12th graders, tells a compelling story. It shows a continued overall downward trend, year-over-year, in the number of youth who have ever tried alcohol underage (lifetime use) from 18.1% in 2017 to 16.7% in 2019. Likewise, over the same time period, all other measures of underage alcohol use declined in Utah, combined across all grade levels, with the most significant being 30-day use, which moved from 6.7% in 2017 to its lowest-ever rate of 5.5% in 2019.

These measures of underage drinking continue to decrease faster than the national average, despite the fact that Utah already has the lowest rates of youth alcohol use in the nation. This decline is even more impressive within the context of Utah's per capita increase in alcohol sales which have steadily increased over the years. An independent evaluation of Parents Empowered by Bach Harrison concluded the Parents Empowered campaign has contributed to those lower rates of youth alcohol use.

Utah's underage drinking rates for 30-day use moved from 6.7% in 2017 to its lowest-ever rate of 5.5% in 2019.

Fiscal Responsibility and Budget Cuts

Here in Utah, Parents Empowered provides a strong return on the state's investment, not just in fewer youth who drink underage, but also in maximizing monies allocated to the campaign. For example, Parents Empowered generated more than \$1.72 million

of bonus media on the campaign's traditional buys, and an estimated \$1 million in additional, unmeasured earned media and

impressions from community outreach, events and partnerships, up until March 2020, when campaign activity was paused due to the COVID-19 pandemic.

In accordance with HJR301 Joint Resolution Urging Fiscal Responsibility, Parents Empowered recognized the importance of this resolution and curtailed spending, returning \$236,523 to the state's general fund. In addition, during June's Special Legislative Session the campaign's budget was cut another \$632,000, or 22%, for the upcoming 20/21 fiscal year. This will negatively impact the campaign.

During the fiscal 09/10 campaign year, all state agencies received a 3% budget cut. Then midyear, the Parents Empowered budget was reduced by an additional 25%, amounts very similar to what is happening now in 20/21. As a result, fewer ads were created, media buys were reduced and community mobilization efforts were paused. The impact of these 09/10 cuts appeared to negatively affect underage drinking rates, as reported in the SHARP Survey.

As part of current Parents Empowered budget cuts, the mandated percentage of .06% of alcohol sales allocated to the prevention

Parents Empowered generated more than \$1.72 million of bonus media on the campaign's traditional buys, and an estimated \$1 million in additional, unmeasured earned media and impressions from community outreach, events and partnerships.

campaign has been reduced .0485%. As a result, Parents Empowered will have to reduce the amount of TV, radio, digital and social media purchased going forward. In addition, commercial lengths have been shortened from 30-seconds to 15-seconds in an effort to maintain ad frequency (the number of times Utah parents see an ad).

While 15-second ads cost less

to run, they also say less and can often be less memorable as a result of their shorter length. In addition, the amount of funding for community outreach and mobilization efforts have been scaled back significantly. We will need be fully funded at the .06% level to maintain our momentum and progress.

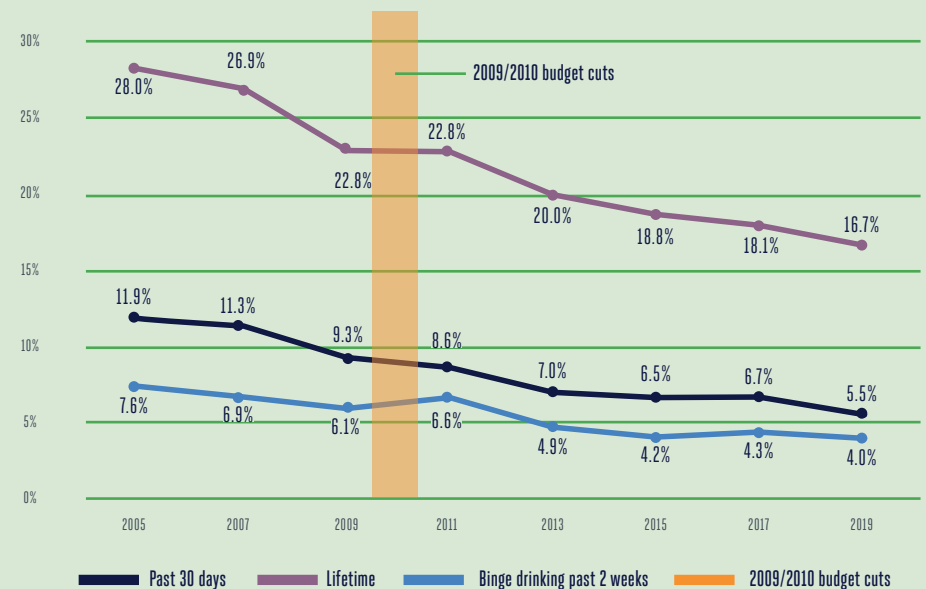
While the last four months of the campaign were limited by budget constraints, the campaign was able to achieve a number of noteworthy things up until March that are featured in this annual report.

Community Outreach and Mobilization

Another key element of the Parents Empowered campaign's success is its emphasis on local community partnerships. These

YOUTH ALCOHOL USE TRENDS

GRADES 6, 8, 10 AND 12 COMBINED (2005–2019)



**Source: Utah Student Health and Risk Prevention (SHARP) Statewide Surveys, 2005–2019*

outreach and mobilization efforts offer us the opportunity to target community-specific messaging. By localizing the messages and involving the community leaders in the development of the messaging, and to have them participate in the news releases and press conferences all help in establishing the local community norm that underage drinking is unacceptable. These community efforts are also often newsworthy, generating hundreds of thousands of dollars of earned media coverage

throughout the entire state. Top 19/20 fiscal year community mobilization activities include the following mini grant highlights.

FANX AND SALT LAKE COUNTY LIBRARIES

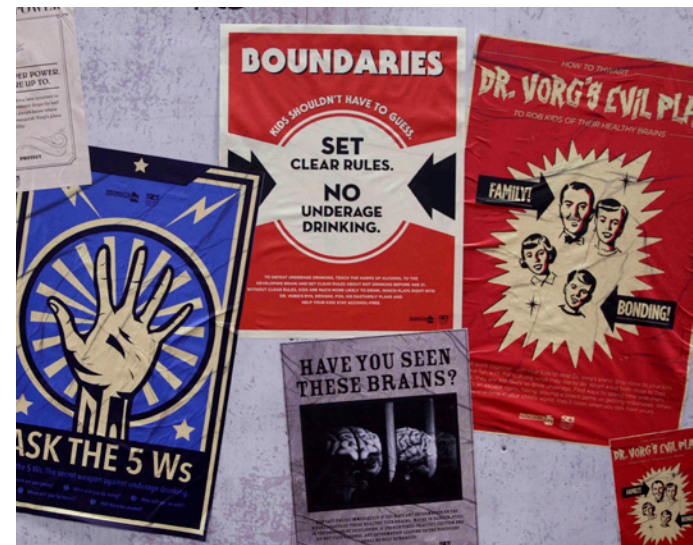
Parents Empowered partnered with FanX and Salt Lake County Libraries to create an interactive educational booth about building and protecting healthy brains. FanX (formerly Salt Lake ComicCon) is the second-largest annual event in Utah, attracting more than 100,000 fans, including many parents and children. During the three-day event, Parents Empowered created "Dr. Vorg's Evil Laboratory," a unique and eye-catching escape room experience, where teens and families worked together to foil the doctor's evil plot to rob kids of their healthy brains by drinking underage.

To maximize the investment in the Evil Laboratory beyond FanX, the escape room was built to be mobile

so it could travel around Utah to community events and libraries. Thousands of Utah parents and children have survived Dr. Vorg's Evil Lab, and the escape room garnered a lot of attention from conference goers as well as news coverage both locally and nationally, including being featured in a national webinar on new and innovative tools for preventing underage drinking.

SAN JUAN COUNTY/UTAH NAVAJO TRIBE

Utah's Navajo Nation is one of the higher at-risk populations for underage drinking and one of the hardest to reach. After several years spent building a coalition of local leaders, Parents Empowered traveled to meet with members of the San Juan County Prevention Action Collaboration (SJCPAC) Coalition. The resulting partnership involved multiple agencies within the community including representatives from San Juan County, the Utah strip of the Navajo Nation, Utah Navajo Health Systems, San Juan County Youth Coalition and San Juan School District. Parents Empowered



ESCAPE ROOM AT FANX





SAN JUAN SCHOOL BANNERS

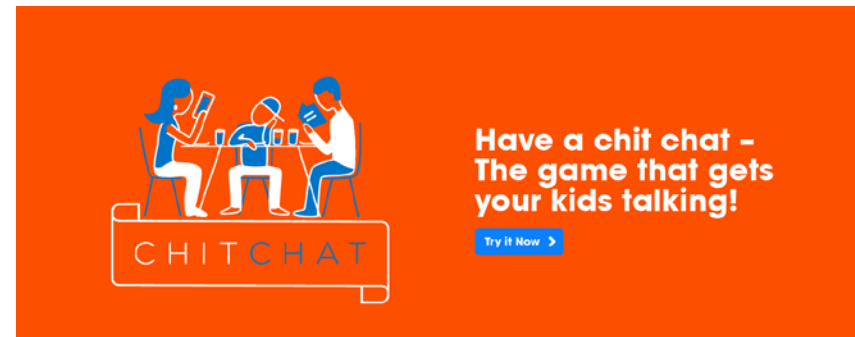
was able to partner with local high school basketball teams, using their gymnasiums—a main gathering point for local communities—to install huge underage drinking prevention messages in each high school team's colors. Moreover, all signage was culturally appropriate, including grandparents and secondary parental influences in the messaging, with everything being developed and approved by the local community agencies.

In addition, T-shirts were distributed to students that promoted positive, pro-social behaviors. In the Navajo culture, negative messages, such as underage drinking impairing healthy brain development, can be viewed as a form of negative self-fulfilling prophecy. Instead, the T-shirts focused on positive messages, such as doing well in school, staying healthy and enjoying time with the family.

Finally, to follow up on the messaging campaign, town hall meetings were held where several local leaders spoke and addressed underage drinking prevention messages.

DESERET NEWS "CHIT CHAT" PARTNERSHIP

As parents and children socially distanced together at home because of COVID-19, Parents Empowered and *Deseret News*



CLICK TO VIEW
THE DIGITAL
CHIT CHAT GAME

partnered to create a new way that parents and kids could deepen their family bonds and get to know each other better. A virtual deck of digital "Chit Chat" cards was distributed at deseretnews.com during the first weekend of April, one of the busiest online news weekends of the year. The cards were viewed more than 40,000 times.

"5 WS" SOCIAL MEDIA VIDEO

Focus group research of Utah parents showed many moms and dads wanted to know exactly what they should say to help prevent underage drinking. In response, Parents Empowered created the "5 Ws" video. (Where are you going? What will you be doing? When will you be back? Who will you be with?

Will there be alcohol?) The video will be featured in many forms on social media throughout the upcoming 20/21 campaign year. You can watch the video at this link: <https://vimeo.com/441025196/97de4d015d>

MANY MORE

Other community mobilization partnerships include KUTV takeover days during high-risk times for underage drinking, numerous school partnerships, advertising on neighborhood garbage trucks and concrete mixers, and dozens of local activities and events.

Moving Forward

The Parents Empowered campaign is constantly evolving to better connect with the changing needs of Utah parents and families, including a new, more digitally friendly logo and improved presentation materials (with new digital monitors and videos) for Utah's 13 county prevention coordinators. A new website refresh and expanded social media strategy are also underway.

However, the key challenge for the 20/21 fiscal year will be the budget cuts. The Parents Empowered audience ages in

and out of the campaign, unlike many other prevention and health behavior change programs. Every year, there are around 45,000 new students in Utah, soon to experience accelerated rates of adolescent brain development. Many parents are surprised to learn the American Academy of Pediatrics recommends talking to kids about the harms of underage drinking as early as age 9. But research shows kids are making up their minds about underage drinking between the ages of 9 to 13. The parents need to be educated about the harms of underage drinking on their kids' developing brains and the skills parents can use to prevent it. Strong parental disapproval is the number one reason kids choose not to drink.

As evidenced from past Parents Empowered budget reductions, students and parents may now be at a disadvantage when it comes to underage drinking prevention. Levels of campaign reach and frequency will be reduced, thus limiting the impact and effectiveness of the campaign. Parents will see fewer ads. The ads they do see will be shorter, and there will be fewer partnerships and outreach efforts in their communities.

The 5Ws

Now available everywhere.



5 WS SOCIAL MEDIA VIDEO

The Parents Empowered campaign has been an integral part of the statewide community mobilization effort that has helped thousands of Utah children avoid underage drinking and its many negative consequences. When available, our strong hope is that campaign funding will be fully restored. Until then, we will continue to do everything we can to help Utah parents keep their children's futures healthy, bright and alcohol-free.



CLICK TO WATCH
THE 5 WS VIDEO

CAMPAIGN OVERVIEW

The Parents Empowered campaign is based on the proven premise that parents are the number one influence in their child's decision of whether to drink or not. As a result, the campaign's primary function is to alert parents to the harms of underage drinking and to encourage them to use the skills of bonding, boundaries and monitoring to keep their kids healthy and safe. The goal is to have every Utah child reach the age of 21 alcohol- and drug-free so they can enjoy the benefits of a healthy brain and the wide range of choices that come with it.

Goals

Fifteen years ago, before Parents Empowered launched, underage drinking use rates in Utah were at unacceptably high levels while the national average was trending down. Now, according to the latest Student Health and Risk Prevention (SHARP) Survey data, Utah's underage drinking percentages continue to decrease overall. This has been a remarkable achievement considering Utah already has some of the lowest underage drinking rates compared to other states. This year's statewide 30-day alcohol use measures, which provide a snapshot of regular usage, saw a decline from 6.7% in 2017 to 5.5% in 2019.

Utah's underage drinking percentages continue to decrease...a remarkable achievement considering Utah already has some of the lowest underage drinking rates compared to other states.

Parents Empowered is working, and it's providing a brighter future for thousands of Utah children. The following continue to be the primary and secondary goals for the Parents Empowered campaign:

PRIMARY

Keeping kids alcohol-free is a challenge for any parent to face. That's why all media materials and campaign efforts consistently aim to educate parents about the dangers of underage drinking and support them as they implement the proven tactics to prevent it. The following are the key goals for Parents Empowered in eliminating underage drinking in Utah:

- Raise awareness of underage drinking as an important and relevant issue for Utah parents.
- Increase parental beliefs and/or awareness of the powerful influence they have in preventing their kids from drinking underage.
- Increase parents' knowledge about the risks associated with underage drinking and parent-driven strategies to prevent it, including:
 - » Harms of underage drinking (e.g., to the developing, adolescent brain)

- » Parenting skills and behaviors (e.g., bonding with their children, setting clear no-underage drinking rules as a family, and monitoring their children's behaviors and activities).
- Encourage and motivate parents to use or increase the use of parenting strategies effective in preventing underage drinking.

SECONDARY

Creating opportunities for public interaction between key community leaders and parents enables Parents Empowered to deliver its underage drinking prevention message. It also generates media attention for the message and develops community support.



Parents have a lot of pressing concerns with their children, so the opportunity to direct their attention to the importance of preventing underage drinking and how it can thereby avoid a lot of other behavioral and societal challenges is crucial to the campaign's overall success. As underage drinking is a collective problem, it requires a collective solution in which parents are supported by the wider community and its actions to reduce underage drinking at the community level.

Audience

Parents/guardians with children ages 9 to 16.

Geography

Underage drinking rates vary widely throughout Utah. Using SHARP data, we are able to focus our resources in areas that have use rates that are higher than average. As an example, Utah's rates for 30-day usage range from 13.1% in Summit County to 2.6% in San Juan County, with the statewide average being 5.5%. (Please reference the chart on page 56 for a full report of 30-day alcohol usage rates by county.)

Timing

Parents Empowered delivers a year-round campaign focused on teaching parents about the harms and prevention skills related to underage drinking because every child will be faced with the decision of whether to drink or not. The campaign also provides extra promotional support during key times when kids are more at risk of drinking underage, such as spring break, prom/graduation, summer vacation and holidays. Prevention

reminders for parents are also delivered at the beginning of the school year when their child is forming new friendships and at key times adults reflect on their role as parents, such as Mother's Day and Father's Day.

Communication Objectives

1. Increase perceptions that underage drinking is a dangerous problem and not a harmless rite of passage.
2. Motivate and empower parents to keep their children alcohol-free by adopting specific parenting skills.
3. Change the “not my kid” mindset many parents have.

It's important that parents recognize underage drinking starts early and all kids need help staying alcohol-free. Parents need to have an ongoing dialogue with their children, starting at age 9, about the harms of underage drinking and express their strong disapproval. Then kids are prepared when the choice confronts them.

4. Remind parents their attitudes and influence stay with their kids, even when parents are not present.

According to the Centers for Disease Control, the parental behaviors that empirically have had the greatest effect on raising drug- and alcohol-free kids are as follows:



- Involvement in children's lives and their activities;
- Use of positive reinforcement—praise and rewarding positive activities;
- Effective limit-setting with clear rules and consequences for rule violation; and
- Parental monitoring of children's activities, including knowing all their friends and being involved with their schoolwork.

In other words, bonding, boundaries and monitoring: the three pillars of the Parents Empowered campaign.

MEDIA CAMPAIGN

Throughout the 2019/2020 campaign year, Parents Empowered completed various communication tactics and media efforts, sharing with the audience the harms related to underage drinking and the proven skills to prevent it. Each effort was measured for effectiveness, helping Parents Empowered gauge the campaign's rate of return and overall efficacy. The following is a list of media tactics used by the campaign with short descriptions of their purpose, application and outcomes.

Television

Parents Empowered developed three television commercials in the 2019/2020 year. Each year, the commercials serve as the foundation of the underage drinking media campaign, providing parents with vital information about the dangers of underage drinking, responding to parents' growing request for information about what to do to prevent drinking and raising awareness to the need for all aspects of the community to get involved. Consequently, Parents Empowered focused this year's television campaign messaging on two key areas in prevention: the need to set clear "no underage drinking" rules and expectations by the age of nine and the importance of parents spending time in their kids' world to strengthen their relationship.

SPOT 1: "SNORRICAM"

"Snorricam" reminds parents that while their kids' lives are fast-paced and always changing, their perceptions about alcohol



SNORRICAM



A DAY IN A LIFE

are also changing. The spot is based on new research from the American Academy of Pediatrics that suggests kids are reformulating their opinions about alcohol between the ages of 9 to 13. As a result, parents are encouraged to talk to kids early, by age 9, and set clear rules against underage drinking—for a healthy brain and an unstoppable future.

SPOT 2: "A DAY IN A LIFE"

"A Day In a Life" walks us through Henry's typical day as he takes advantage of little opportunities to be involved in his kids' lives; whether that's sharing a pancake breakfast together, texting his kids during lunch hour to check in, participating in his kids' interests or having a conversation in the car. The commercial emphasizes that ordinary parents, doing small, consistent things to stay involved in their kids' lives can have extraordinary results—like keeping their kids' brains healthy and alcohol-free. Parents are encouraged to find ways to stay close to their kids and keep underage drinking far away.

SPOT 3: "ICE CREAM"

Research indicates that when children feel close to their parents, they are much less likely to engage in underage drinking because, "when you spend time in your kid's world, they'll listen when you talk from yours." Consequently, "Ice Cream" demonstrates the many varied ways parents can bond with their kids as they spend time with them, doing things they like to do. It encourages parents to find ways to strengthen their relationship with their kids and increase the chances they won't drink underage.



ICE CREAM

TV Broadcast Media Summary

The following is a TV broadcast post-buy analysis for the DABC: Parents Empowered campaign for fiscal year 2019/2020. This recap demonstrates the high value and return for the television commercials strictly from a media-buying perspective. Additional details evaluating the effectiveness of the televised messages are discussed in the research section of this report.

General Market TV

The Parents Empowered general market TV campaign partnered with KSL, KUTV, KTVX, KSTU, KUCW, KCSG and Comcast/Dish, yielding 45,662,798 impressions through 4,359 purchased TV spots and an additional 5,239 bonus spots. Overall, the buy delivered an average reach of 71% percent and an average frequency of 7.9. Parents Empowered received bonus/added-value TV spots valued at over \$810,150 with additional news coverage on the major stations solidifying the message with the target audience across the state.

When: July 2019 – June 2020

Where: Utah statewide television

Media: KSL, KUTV, KTVX, KSTU, KUCW, KCSG and Comcast/Dish

KSL CTV

KSL's connected TV (CTV) buy included a variety of streaming TV apps that delivered 2,568,333 impressions with 173,138 bonus impressions for a total of 2,741,471 impressions. Of those impressions delivered there were 2,621,668 video completions and a video completion rate of 96%. Bonus spots were valued at \$5,194.

When: August 2019 – June 2020

Where: Utah Statewide

Media: Streaming TV apps

Radio

As part of the media campaign, Parents Empowered focuses a portion of the campaign's strategic media buy on radio broadcast advertising, helping to reach parents during key drinking times—3 to 6 p.m.—when kids are often unmonitored. Parents Empowered developed four radio commercials to focus on messages consistent with the 2019/2020 campaign objectives.

SPOT 1: "YOU'RE A PARENT"

In an inspirational, anthem style, a narrator details the endless ways parents dedicate their lives to helping their kids reach their full potential. The spot praises parents for their tireless efforts to protect their kid's bright future and then offers one more consideration for their "to do" list—keeping their child's brain healthy by making sure it remains alcohol-free. Because research indicates kids are much less likely to drink underage when they

know their parents would strongly disapprove, parents are encouraged to make their strong disapproval clear.

SPOT 2: "OPERA"

As a mom and dad recount their night at the opera, they discuss the tragic theme of underage drinking that was addressed in the night's performance. Parents are alerted that kids don't just get alcohol at parties but also at home—with almost half of



Utah's kids who drink reporting they got their alcohol from home with their parents' permission. Parents are encouraged to align their thinking and not provide alcohol to kids to protect their healthy brains.

Radio Broadcast Media Summary

The following is a radio broadcast post-buy analysis for the DABC: Parents Empowered campaign for fiscal year 2019/2020. This recap demonstrates the value and return for the radio commercials strictly from a media-buying perspective.

General Market Radio

The Parents Empowered campaign ran across several stations including KSOP, KUBL, KBZN, KBEE, KSFI, KRSP, KZHT, KODJ, KJMY, KNRS, KAAZ, KUDD, KBER, KSQN, KXRK, KYMV, KBMG, KDU and KENZ, yielding 33,614,908 impressions through 4,531 purchased radio spots and an additional 5,209 bonus spots. Additionally, Parents Empowered received added value in the form of interviews, web banners, streaming spots and billboards/promos on several stations for a combined value of over \$360,977.

When: July 2019 – June 2020

Where: Utah statewide radio

Media: KSOP, KUBL, KBZN, KBEE, KSFI, KRSP, KZHT, KODJ, KJMY, KNRS, KAAZ, KUDD, KBER, KSQN, KXRK, KYMV, KBMG, KDU, KENZ and Pandora

SPOT THREE: MY DAD

Two young friends are on the school playground playfully bantering back and forth, each listing the wonderful things their dad does for them and each insisting they have the best dad. One talks about how her dad listens to her thoughts and feelings and spends time with her and the other says her dad puts notes in her lunchbox and cares so much about her healthy brain that he'd never let her drink underage. Finally, the girls realize they both have great dads who really care about them. Parents are reminded they mean a lot to their kids and that's why a strong relationship is crucial to keeping them alcohol-free. The commercial aired in English and Spanish.

SPOT FOUR: PLAY BY PLAY

It's Friday night in the Anderson house and a sports announcer is giving the play-by-play commentary of parents successfully using the underage drinking prevention skill of monitoring with their son, Chris. He's headed out the door to go to a friend's party and the announcer stops the tape to recommend the parents use the 5 Ws "play"—asking where he's going, what he'll be doing, who he'll be with, and when he'll be back. Then dad jumps in with a key assist, the fifth W—"Will there be alcohol?" After being reassured the party is alcohol-free, mom reminds him to text or call if alcohol is at the party so she can pick him up. Parents are reminded of the importance of staying involved in their kids' lives as they get older by asking the 5 Ws and making their strong disapproval of underage drinking clear.

Digital

After conducting extensive media consumption research to identify the channels Utah parents are currently using, the Parents Empowered campaign is devoting even more resources to digital media to effectively reach our audience, who is spending a significant portion of their day on their smartphones.

INTERACTIVE DIGITAL DISPLAY AND PRE-ROLL VIDEO

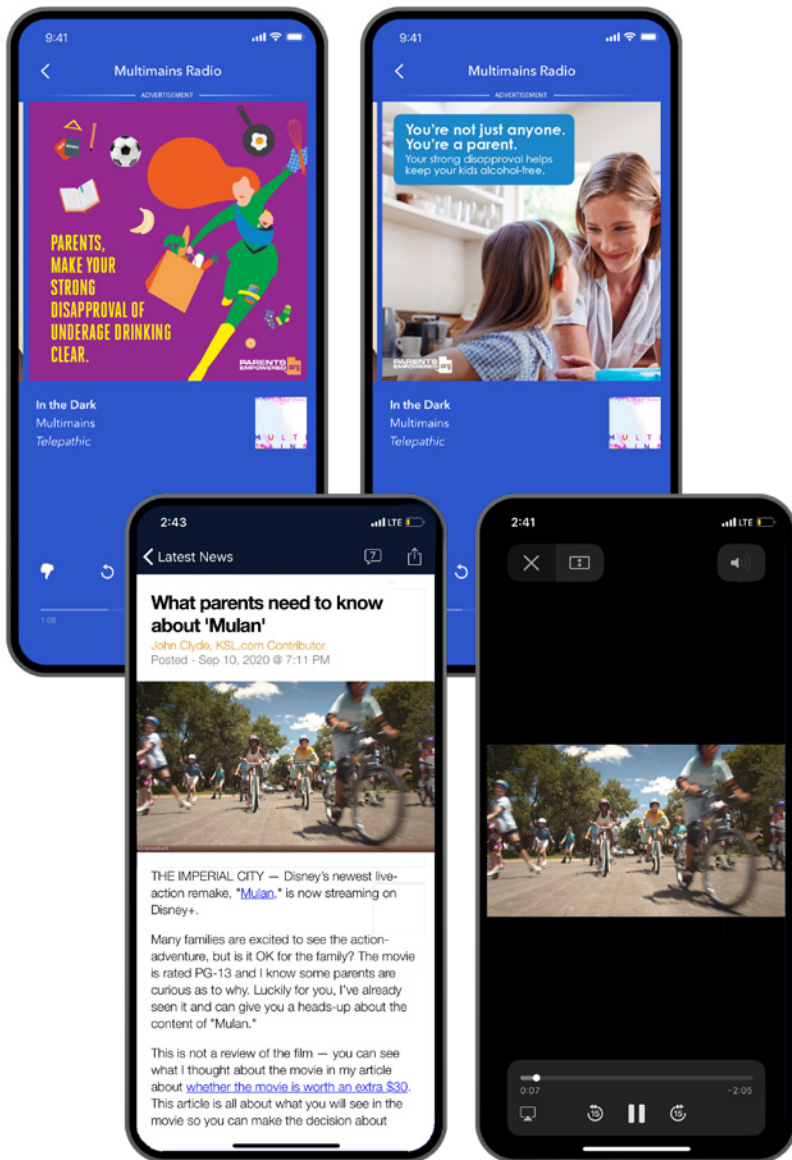
As Parents Empowered continues to move toward a digital-first campaign, Pandora online radio complements and expands the reach of the traditional radio buy. This year's spot, "You're a Parent," praised parents for all the things they juggle in a day to help their kids, and also encouraged parents to communicate their strong disapproval of underage drinking to keep their kids healthy and safe. When users clicked on a display ad, they were taken directly to the website content and given additional information about the message.

The campaign also leveraged the reach of KSL.com in the digital market, where they are currently rated as one of the top five websites in the nation that delivers 90% of all impressions within Utah. In addition, they're a trusted news source and one of the only digital vendors that provides added value. The KSL.com digital package provided expanded reach for the Parents Empowered message at reduced rates. Display ads directed viewers to the website for additional underage drinking prevention information and pre-roll video, that is unskippable, played before video news stories.



DIGITAL BANNERS

PANDORA ADS



KSL PRE-ROLL VIDEO



Digital Media Summary

Pandora Radio

Online audio ads, along with display and video were delivered via Pandora, resulting in 3,967,607 impressions. The display ads had an average click-through rate of .04%, well above the industry standard, and also provided \$1,691 in added value.

When: November 2019 – June 2020

Where: Utah statewide radio

Media: Pandora

KSL.com Display Ads

As part of the KSL digital package, 6,500,000 impressions were delivered via display ads with 7,485,415 bonus impressions for a total of 13,985,415 impressions. The average click-through rate was .04%, again, above industry benchmarks and bonus ads were valued at \$130,104.15.

When: August 2019 – June 2020

Where: Utah Statewide

Media: ksl.com

KSL.com Video Pre-roll

Pre-roll video was delivered on KSL.com, which provides the advantage of requiring viewers to finish the ad before proceeding to their desired content. Total impressions delivered were 2,491,239 with 1,764,620 completions (71%) with an overall click-through rate of 1.15%.

When: August 2019 – June 2020

Where: Utah Statewide

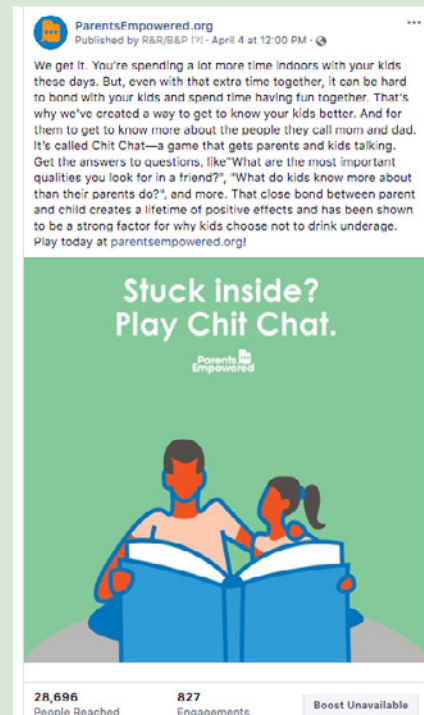
Media: ksl.com online pre-roll video



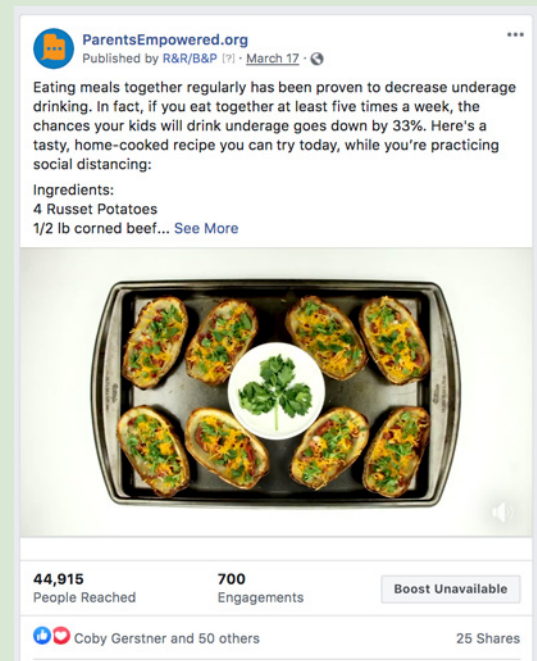
CLICK TO VIEW THE FATHER'S DAY POST



CLICK TO VIEW THE 8 DRINKS POST



CLICK TO VIEW THE 8 DRINKS POST



CLICK TO VIEW THE FAMILY DINNER POST

SOCIAL POSTS

Social Media

Social content varied between posts formulated for engagement and videos promoted for views. Each provided an effective platform for Utah parents to be engaged with the Parents Empowered prevention message.

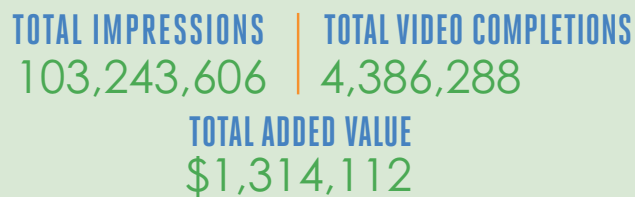
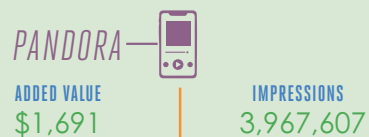
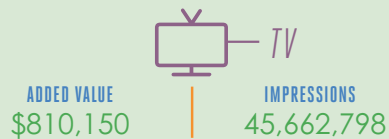
Parents Empowered used video and image-heavy posts, along with paid dollars, to strategically grow the Parents Empowered fan base and amplify overall reach. The Parents Empowered Facebook page saw great success this year with several stop-motion animated videos. One how-to video demonstrated making Corned Beef Potato Skins for a fun, St. Patrick's Day activity with your kids that delivered over 79,000 impressions. The other commemorated Father's Day, delivering over 62,000 impressions,

with messaging that thanked fathers for their contribution to kids' health and safety and appropriately celebrated the day with a "Dad joke."

Additionally, we tested a new technique of animating a quote from the Parents Empowered KUTV podcasts. This proved to be an effective way to provide helpful information and tips to parents from underage drinking prevention experts, reaching nearly 55,000

ADDED VALUE

AND TOTAL IMPRESSIONS



SOCIAL VIDEO AND POST



Utah parents with one post. The post also featured a link to the entire podcast on the parentsempowered.org website.

Social media became an even more useful communications tool for Parents Empowered during the COVID-19 pandemic, when time spent on smartphones skyrocketed, allowing the campaign to reach parents with messaging about how they could take advantage of the extra time with kids at home to strengthen their relationships. Carousel posts with suggestions for at-home bonding activities and how-to tutorials to connect with extended family via technology provided relevant content for parents trying to adapt to the highly unusual circumstances. For example, we created a digital version of Parents Empowered's popular Chit Chat cards—a game that helps spark conversations between parents and kids to strengthen their relationship—and made it available on the parentsempowered.org website. Then we developed a paid Facebook campaign and media partnership with the *Deseret News* to direct people to the resource during the

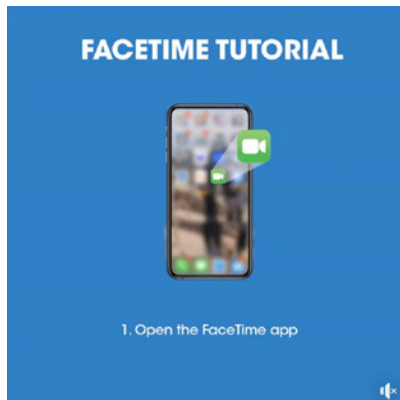


Parents Empowered earned \$1,172,818 in added value for a \$1,034,730 traditional media buy, a 1:1 match.

Note: The end of Q2 was the height of the political season, with the governor's primary election race saturating the media market.



CLICK TO VIEW THE
FACETIME POST



CLICK TO VIEW THE
GRADUATION POST



CLICK TO VIEW
THE TIKTOK POST



SOCIAL POSTS AND ANIMATED GIFS



first weekend in April. The multiple Facebook posts on the Parents Empowered and *Deseret News* pages alone delivered almost 200,000 impressions to Utah parents. Having a trusted community partner share the message also helps validate the message. We know from social change theory that when you surround the audience with respected community members who advocate for a behavioral change—like preventing underage drinking by doing things together as a family—that you dramatically increase the likelihood the audience will do the requested behavior. It's a

type of positive social peer pressure that naturally lives in the social media space that was leveraged for the benefit of families.

Strategically, Parents Empowered will continue to shift the paid social budget from generating likes and followers (which has helped establish a strong fan base) to promoting individual content. In preparation for this strategic shift, significant resources have been dedicated to social media research.

Social Media Summary

Parents Empowered is optimizing the prevention message, its delivery, and the budget via social media to create a dialogue about underage drinking. By leveraging the advantages of the social space, a community forum is being created where parents can gain additional information about the harms of underage drinking and how to prevent it.

When: July 2019 – June 2020

Where: Statewide

Media: Parents Empowered Facebook page

Facebook overall metrics

- 13,780 follows
- 239,616 unique individuals reached
- 291,511 social post engagements

Engagement posts (on the page's timeline)

- 416,449 paid impressions
- 98,528 unique individuals reached
- 83,897 social post engagements
- 20.15% engagement rate

Video posts (on the page's timeline)

- 388,873 paid impressions
- 177,216 unique individuals reached
- 68,296 100% views
- 169,250 10-second video views
- 71,015 total video minutes viewed

SOCIAL POSTS AND ANIMATED GIFS



[CLICK TO VIEW THE WORLD TEEN MENTAL WELLNESS DAY POST](#)



[CLICK TO VIEW THE SPRING BREAK POST](#)

Parenting personas have been developed that give insight into four distinct viewpoints of Utah parents with respect to underage drinking. These personas will guide the development of our social messaging so posts will resonate more authentically with our target audience. This will not only expand the reach of the rich content, but it will also lead to more qualified and targeted fan acquisition from people who have already liked the Parents Empowered content. Additionally, multiple content themes have been developed. These messaging themes will help us remain over the key talking points that research has indicated parents would find persuasive and helpful in their efforts to prevent underage drinking. And while Parents Empowered has seen incredible growth and success in social media over the past years, plans are in place to increasingly rely on social media to communicate the campaign message.

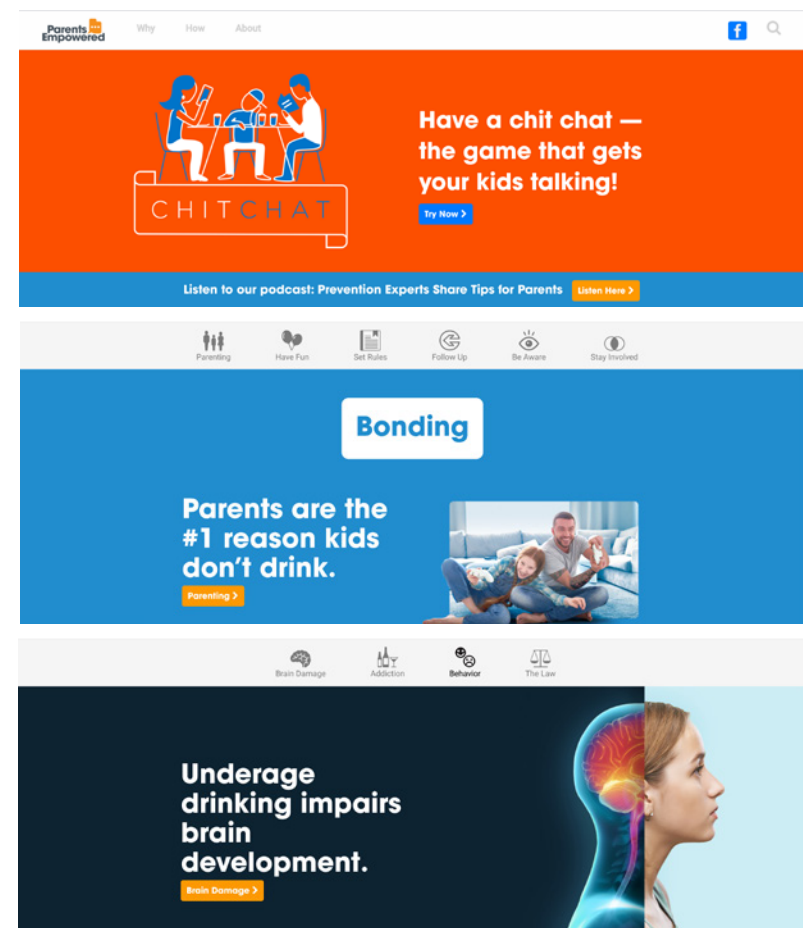
Website

The Parents Empowered website is a comprehensive storehouse for educational, evidence-based resources and how-to tips parents can use to help keep kids alcohol-free. It also acts as an archive for all media campaigns and outreach resources, including a Parents Empowered representative map. The map allows a user to input a zip code and receive a list of prevention coordinators, coalition communities, health departments and counseling centers in their area. Individuals across Utah who want to get involved in the underage drinking prevention effort or are looking for help with their own family can locate resources and contact information by simply going to the Parents Empowered website.

The website also offers customized content for Utah's growing Hispanic population. Because Parents Empowered understands the importance of reaching the Latino community with the underage drinking prevention message, we hired one of the premier interpreters in the state to help translate the message with cultural sensitivity to the vernacular, intent, and tone of voice so it remained consistent with the Parents Empowered brand. The content includes print advertisements, television commercials, radio ads and infographics that have been created to communicate with the Latino and Hispanic population.

Parents Empowered believes the website integration with Facebook and enhanced social media efforts have greatly contributed to the increase in mobile users. All mobile users not only have access to the same content they experience on a desktop device, but the content is presented within an intuitive structure, making it easier and clearer for users to access the prevention messages and materials.

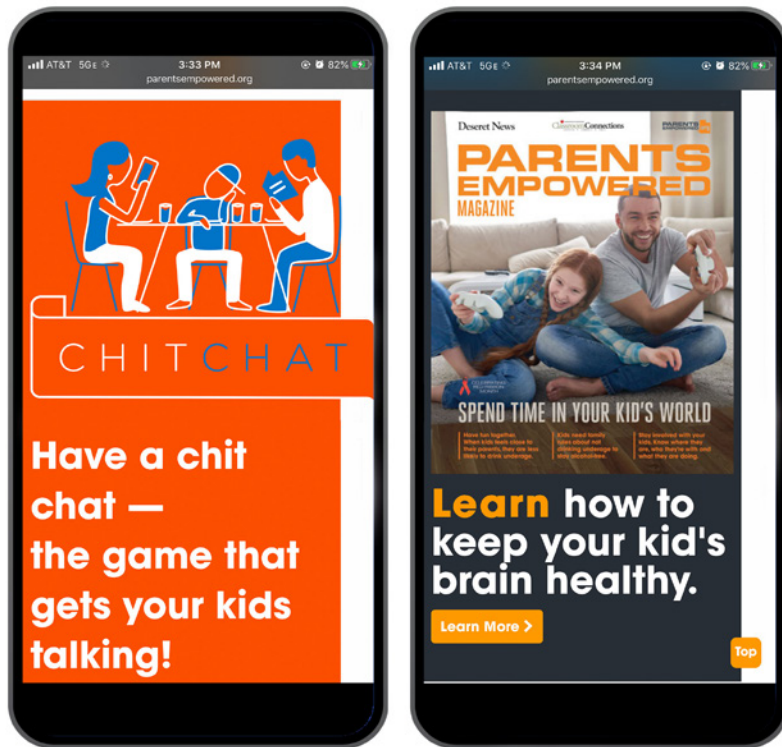
While the website serves as a primary resource for parents, it's also an essential tool for substance abuse prevention coordinators and local prevention coalitions across the state. To facilitate their easy access to prevention materials, the Parents Empowered website now



DESKTOP SITE



CLICK TO VISIT
THE WEBSITE



offers a media distribution tool. These materials (such as printable collateral, videos, radio commercials, and comprehensive guides to the initiative) help county coordinators and prevention coalitions implement their strategic plans and mobilize their communities to help prevent underage drinking.

Because the website is such a valuable tool in the underage drinking prevention effort, it is currently going through an extensive refresh. The updated site will optimize the user experience by developing a user journey that makes it even easier for visitors to intuitively navigate through the content. Video content is also being emphasized wherever possible to encourage visitors to remain engaged on the site. And finally, community prevention efforts at the local level are being highlighted in a more visible way.

MOBILE SITE

Website Summary

The following are the Google Analytics gathered from the 2019/2020 year for the Parents Empowered site. Parents Empowered uses these analytics as benchmarks to measure growth through enhanced digital features and adjusted user experiences.

Google Analytics

- 36,885 sessions
- 31,378 users
- 31,473 new users
- 60,076 page views
- 1.63 pages per session

- 49% mobile device, 48% desktop, 3% tablet
- 19,181 direct acquisitions
 - » 61% of all visitors arrived at the site directly
- 6,148 organic searches
 - » 19% of all visitors arrived at the site via organic search

- 1,997 social/referral acquisitions
 - » 6% of all visitors arrived at the site via social/referral

12-page Newspaper Education Insert—Deseret News/The Salt Lake Tribune

Parents Empowered is also proud of the long-standing relationship with the Deseret News and Salt Lake Tribune that has yielded one of the most valuable print publications the initiative has ever produced. The annual 12-page newspaper insert has been distributed in over 5.75 million papers over the past thirteen years. In addition, 72,000 editions of the prevention booklet are distributed to schools across the state each year and incorporated into existing curriculum.

The 2019/2020 12-page insert continues to provide a wealth of information to help parents and community leaders keep Utah youth free from underage drinking. The message for the insert focuses primarily on the harms of underage drinking and the three proven prevention skills: bonding, boundaries, and monitoring. The skills section provides parents with easy-to-use tips about staying close to their kids, setting clear rules about alcohol, and being aware of what's going on in their child's world. Parents Empowered develops the content with supporting help from Deseret News designers, MADD alcohol-prevention experts, and state substance abuse officials.

Print Media Summary

- 13-year partnership
- 68,000 paper distribution
- 72,000 editions distributed to 252 schools
- 10,000 additional prints for Parents Empowered distribution

- Three quarter-page promotional ads in the Deseret News
- Posted to home page of deseretnews.com for 30 days with links to parentsempowered.org

EDUCATION INSERT

CLICK TO VIEW THE
EDUCATION INSERT



New Parents Empowered Logo and Social Icon

With Parents Empowered's evolution into a digital-first campaign, it became important to look at the functionality of the campaign's logo mark in the digital space, especially as the campaign prepares to launch a new website and continues to increase its social media and digital presence. To improve its visual recognition and legibility, we refreshed the design and font while preserving some historical identifiers—such as the Utah shape and the colors—to maintain brand consistency.

The orange Utah shape has retained its prominence in the logo but now has three dots in the center that can be animated for video applications. This animation alludes to the three dots seen on screen when someone is responding to a text and thereby reinforces the concept of active and modern communication. A central goal of the Parents Empowered campaign is communication—empowering parents to have a conversation with their kids about the harms of underage drinking. The updated logo also implies that the campaign's communications have been modernized through the use of digital technology. Further, the tone of the logo is approachable and friendly and therefore supportive of the goal of communication as well.

For social and digital media use, the logo has been reduced to its most simple elements to increase its recognition—a simple blue circle with the orange Utah shape. Response to the digital-friendly logo has been overwhelmingly positive.



OLD VS. NEW LOGO AND SOCIAL ICON



NEW LOGO

CURRENT EFFORTS

EVENTS AND TACTICS

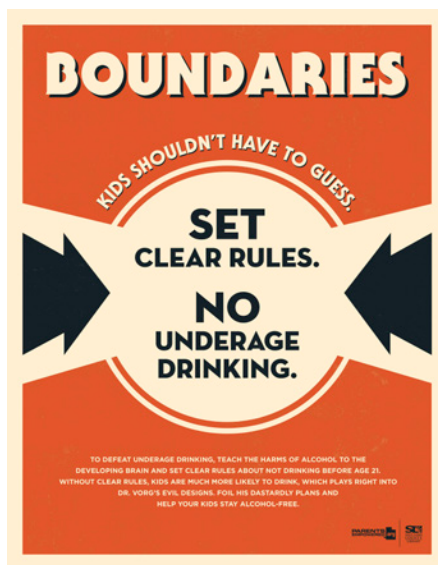
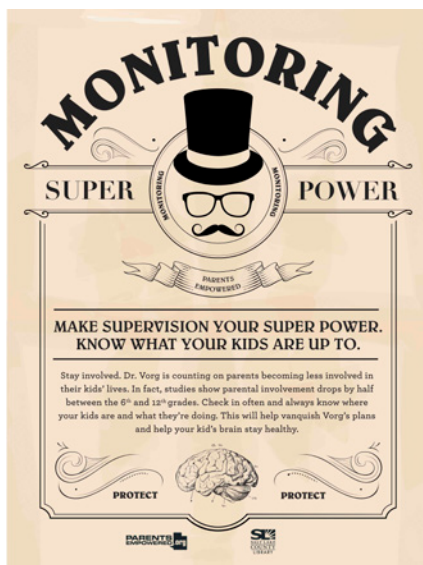
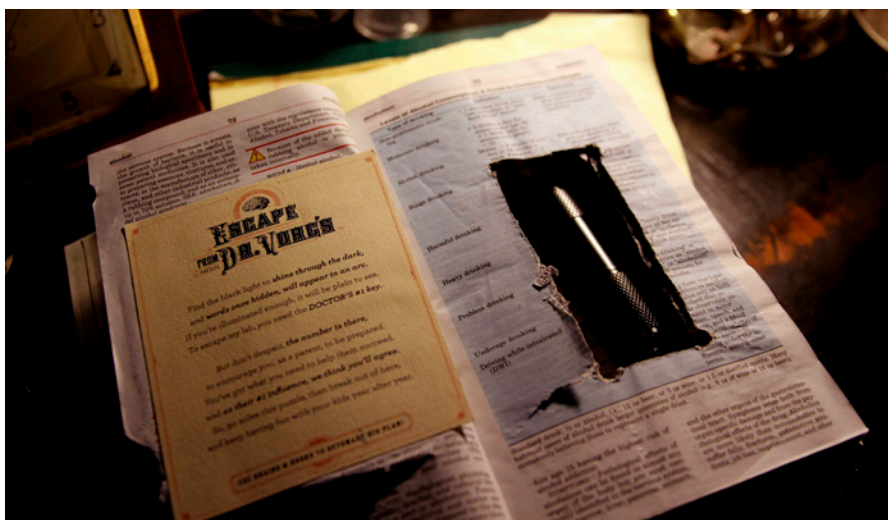
FanX Traveling Escape Room and Salt Lake County Libraries Partnership

Having worked with Salt Lake County Libraries in the past on various substance misuse prevention campaigns, a Libraries representative reached out to Parents Empowered to partner with them in developing an immersive, educational experience for FanX. The wildly popular conference features all things inspired by comic books, graphic novels, fantasy, anime and science fiction. With over 100,000 in attendance, the three-day event is the second largest annual event in the state.

When presented with this opportunity, Parents Empowered knew it would provide access to a very niche audience that has been difficult to reach via traditional media. It also would provide the chance to address an ongoing challenge of the campaign—how to persuasively educate parents who have alcohol in the home about how important it is to set clear rules with their kids about not drinking before age 21. Research has shown that parents with alcohol in the home have different perceptions about the potential physical and social risks of underage drinking. Having a venue like FanX available to us gave Parents Empowered the opportunity to present its messaging about the harms of underage drinking and the skills to prevent it during a 15-minute experience that was approachable, interactive and fun—all while being surrounded by alcohol vendors throughout the venue. And because conference goers would not expect to encounter information about underage drinking—it would also likely make our audience more open to the message.



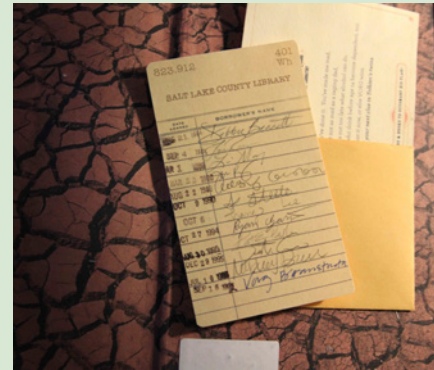
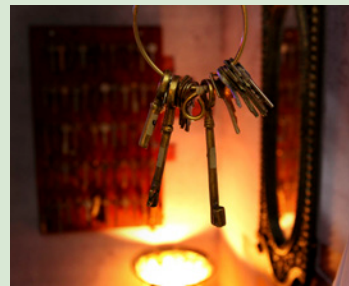
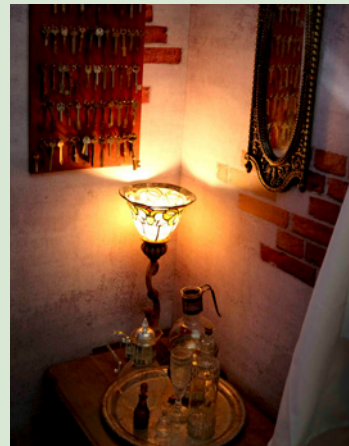
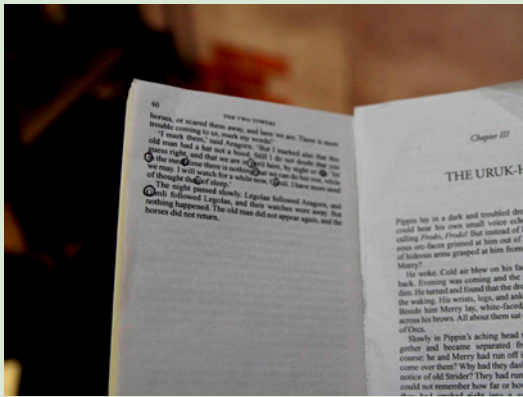
ESCAPE ROOM EXTERIOR



ESCAPE ROOM CLUE AND EXTERIOR POSTERS

The Libraries were looking to create a co-branded experience that featured the messaging of both Salt Lake County Libraries and Parents Empowered, while also tying into the comics/ anime theme of FanX. The central idea was that books build young brains and Parents Empowered protects young brains. An escape room, Dr. Vorg's Evil Laboratory, was custom-built to fit within a 10'x10' booth space. Upon entering the booth, parents and kids were introduced to Dr. Vorg's sinister plan to create a potion that would rob kids of their healthy brains by getting them to drink underage. Working together, participants searched the lab for clues hidden among the books and test tubes to stop his plan, prevent underage drinking and escape. The clues included facts about the harms of underage drinking to the developing brain and the proven skills of bonding, boundaries and monitoring that parents could use to prevent it. The final clue revealed the key to the door and provided the means of their escape. At the end of the 15-minute educational experience, participants were provided with a takeaway that summarized the three skills and provided a recipe for a family meal, because studies show if families share a meal at least five times per week, their kids are 33% less likely to drink underage.

At FanX, every reservation time across the three-day event was booked within the first few hours of opening and each day had a long waiting list. People were so excited to try it out that multiple groups regularly checked in with us to see if a reservation had been canceled so they could take the open time slot. Reactions from parents, kids and young adults was overwhelmingly positive.

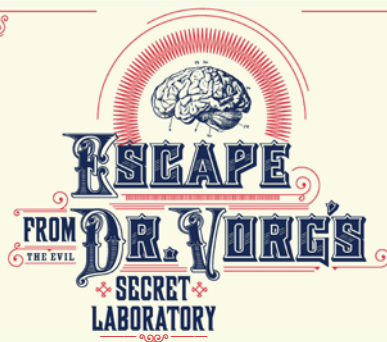


ESCAPE ROOM CLUES

And of the thousands of booths at the convention, the Parents Empowered Escape Room received local news coverage from the Deseret News and was also featured on a national prevention organization's webinar as an innovative tool for underage drinking prevention.

To maximize the reach of the escape room, it was built to be mobile so it could travel around the state. To promote the traveling events, a Facebook Event was posted on the Parents Empowered page as well as the hosting prevention coalition's page. The Davis County Sheriff's Office hosted a Halloween Trunk or Treat and invited Parents Empowered to bring the Escape Room

as a main headliner for the event. A press release, highlighting Parents Empowered's participation, was distributed to local media in advance of the event. Bonneville Communities that Care held a very successful two-day Escape Room event in February at their local rec center that was also well attended. Across the several traveling Escape Room events, approximately 2,000 people have successfully escaped from Dr. Vorg's Evil Laboratory, many of which were parents and children solving the clues as a family. Unfortunately, due to COVID-19, multiple Traveling Escape Room events scheduled for March and beyond have been postponed due to social distancing restrictions.



Congratulations! Working together, you escaped from Dr. Vorg's secret laboratory with the power of books and brains. To help your kids escape the harms of underage drinking, stay close to them. **Eating together 5 times a week makes your kids much less likely to drink underage.** Try this comic book-inspired recipe with your kids.

HULK SMASH BURGERS

It's big, it's tasty, and it will smash your family's tastebuds.

Ingredients:

10 slices of bacon
1-2 lbs. of ground beef
2 avocados
1 jalapeño, diced
2 tablespoons of minced garlic
Red onion

Directions:

Preheat oven to 375°. Cook bacon for 10-13 minutes. Finely dice your jalapeños and cut up avocado into small cubes. Cut cooked bacon into smaller pieces no bigger than half-an-inch long. Put your ground beef into a large mixing bowl. Add in bacon, garlic, and jalapeños. Make sure to SMASH everything together well. Next, mix in avocados to the meat. Form the meat into 8 burger patties. Cook thoroughly. Garnish with avocado and red onion ring slices on top to give your burger the proper, strong Hulk look.

A FREE ESCAPE ROOM EXPERIENCE

USE
BRAINS
&
BOOKS TO
OUTSMART
HIS
PLAN!



Find the black light to shine through the dark, and words once hidden, will appear in an arc. If you're illuminated enough, it will be plain to see. To escape my lab, you need the DOCTOR'S #1 key.

But don't despair, the number is there, to encourage you, as a parent, to be prepared. You've got what you need to help them succeed, and as their #1 influence, we think you'll agree. So, go solve this puzzle, then break out of here, and keep having fun with your kids year after year.

USE BRAINS & BOOKS TO OUTSMART HIS PLAN!



Find the black light to shine through the dark, and words once hidden, will appear in an arc. If you're illuminated enough, it will be plain to see. To escape my lab, you need the DOCTOR'S #1 key.

But don't despair, the number is there, to encourage you, as a parent, to be prepared. You've got what you need to help them succeed, and as their #1 influence, we think you'll agree. So, go solve this puzzle, then break out of here, and keep having fun with your kids year after year.

USE BRAINS & BOOKS TO OUTSMART HIS PLAN!



You're like an Avenger, how you're fighting out clues, but this next one is harder: you might not know what to do. It's the code to the lock to open the box, so make sure you consult the hands on the clock. It's a bartering number, a percentage of sorts, showing how many kids end up in reports—for getting alcohol at home with parents' permission—which puts them in a perilous position.

USE BRAINS & BOOKS TO OUTSMART HIS PLAN!



Well, well, well, you've found my lab. I'm an evil supervillain and my purpose is bad. And if you don't stop me by escaping this room, the world will soon know my intentions are doom. Look to the books, I've checked out a few. Search for my name, by the date when they're due. Then you'll be on to clue number two.

Ray-gar

USE BRAINS & BOOKS TO OUTSMART HIS PLAN!

PARENTS!
EQUIP
YOURSELVES!

BONDING
BOUNDARIES
MONITORING

DEFEAT
UNDERAGE
DRINKING!



Here's to quality time spent on a quest, and to problems that your kids need addressed. You've made it this far, I'm impressed. But you're still no match for my fortress. Your super power is parents empowered. Eating meals five times a week as a family, helps your kids resist alcohol in the very hour. Looking for a recipe from a Quidditch-playing dude?

Find the book, full of magical food.

USE BRAINS & BOOKS TO OUTSMART HIS PLAN!



A mathematician once said, "a calculator gets you ahead," which is perfect for you because that's the next clue.

The square root of 441 will do.

Next, use this key to open a drawer full of scientific knowledge galore.

Open it up and take a close look.

You'll soon find this newly discovered number on top of a book.

Inside, your clue awaits, to shine light on your soon-to-be-determined fates.

USE BRAINS & BOOKS TO OUTSMART HIS PLAN!

HANDOUT AND CLUE CARDS

San Juan County/Utah Navajo Tribe Partnership

In a remote and poverty-stricken corner of southern Utah lies the Utah Strip, the smallest part of the Navajo Nation, that spans Arizona, New Mexico and Utah. Because the Utah Strip is such a small fraction of the Navajo Nation, the area tends to be underserved with respect to Utah state resources as well as Navajo resources. For many years, the area struggled to organize a local substance abuse authority to address prevalent substance abuse challenges. After several years spent building a coalition of local leaders, Parents Empowered traveled to Monument Valley, Utah to meet with members of the San Juan County Prevention Action Collaboration (SJCPAC) Coalition. Current 2019 SHARP Survey results indicated that San Juan County had experienced reductions in lifetime and 30-day use, with 24% of the student population being American Indian. The goal was to create a community underage drinking prevention campaign that would be culturally sensitive to the needs of local parents and could capitalize on the current momentum. As a result, a partnership was formed between Parents Empowered and SJCPAC Coalition.

Because the residents are spread across a vast area, it was important to locate a centralized venue where the prevention messaging could be delivered. The coalition identified the high school basketball courts as one of the main gathering points for the community—everyone came out to support the local teams. So Parents Empowered worked with five local high schools and one middle school to create custom, basketball-themed messaging about the “Best defense against underage drinking.” Twenty-foot-long signage created a hard-to-miss call to action for



BANNER INSTALLATION AT MONTICELLO HIGH

parents to “Spend time with your kids,” along with other prevention tips. The large-scale signage used each school’s colors and included the logos of all six schools in the area to demonstrate the community-wide support for underage drinking prevention. All messaging was adapted to address relevant cultural factors including grandparents as a secondary parental influence in kids’ lives, advocating what to do rather than what not to do, and using familiar vernacular for the culture, etc.

Parents Empowered also designed t-shirts to be distributed to the students that promoted positive, pro-social behaviors—including protecting their healthy brain from the harms of alcohol. Using a phrase from their popular culture—Stoodis, which means

“Let’s do this!”—the t-shirts advocated for a well-balanced life. The t-shirt design was informed by specific cultural considerations that suggest all messaging must reflect positive, proactive actions rather than the avoidance of negative actions and their resulting harms. The Navajo culture interprets these harm-avoidance messages as a form of negative self-fulfilling prophecy, so instead the messaging focused on the preservation of healthy brains (brain image), doing well in school (the book), staying true to their culture (the sheep and drum), enjoying family time (the flour—family meals) and being physically fit (the basketball). Imagery was emoji-styled to make it more relatable and current for the kids.

To follow up on the messaging campaign, the coalition held a town hall meeting where several local leaders spoke and addressed underage drinking prevention messages.



T-SHIRT



BANNERS



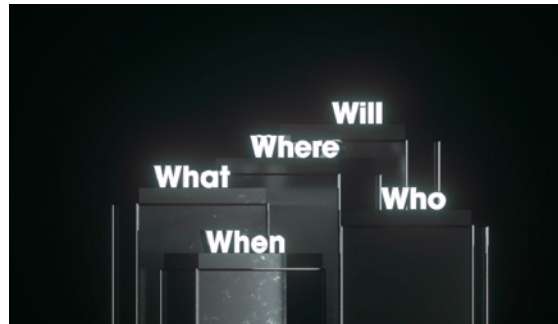
5 Ws Social Media Video

In 2018, as part of the Parents Empowered focus groups, a promotional spot highlighting the 5 Ws of Monitoring was shown to participating parents to gather their feedback on the content. Parents indicated the message was persuasive and that it provided a concrete skill to help prevent underage drinking that would likely be implemented by themselves and other parents. Consequently, a 45-second social media video was custom-created using a combination of high-energy, colorful animation and live action footage. The fast-paced, informative video will be cut into shorter segments, featuring each of the monitoring questions, to create five individual social posts for the upcoming 20/21 campaign year. Within the copy of each post there will be a link to the full-length video as well.

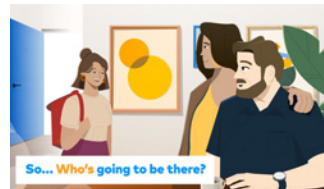
Digital Chit Chat Cards and Deseret News Partnership

Parents Empowered and *Deseret News* partnered to provide parents with a way to deepen the bond with their children while at home, recognizing that even with the extra time together it can be hard to get to know more about their children's interests, thoughts and feelings. During the first week of April—one of the busiest online news weekends of the year—a digital version of the popular Parents Empowered “Chit Chat” cards was made available at deseretnews.com. Deseret News provided the technology required to create the online cards using the same subscription software that digitizes the annual Parents Empowered 12-page insert.

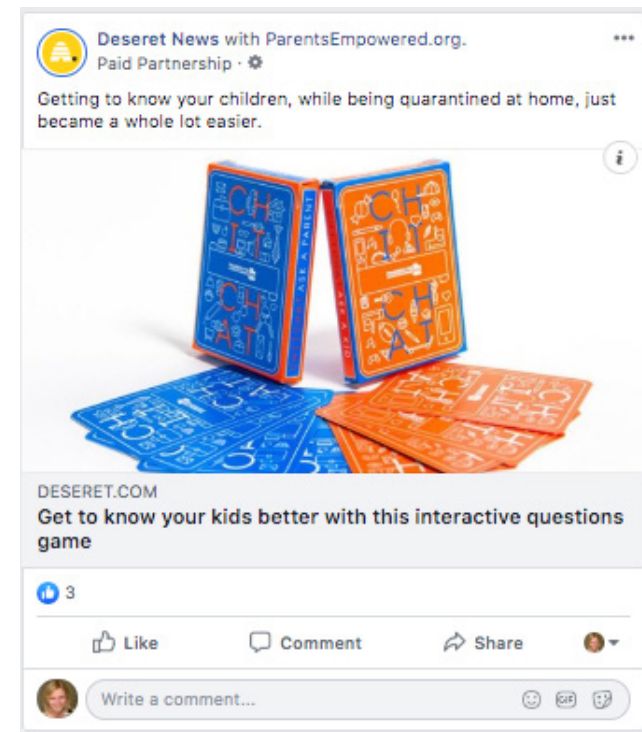
5 WS VIDEO SCENES



CLICK TO WATCH
THE 5 WS VIDEO



WEBSITE LANDING PAGE AND SOCIAL POST

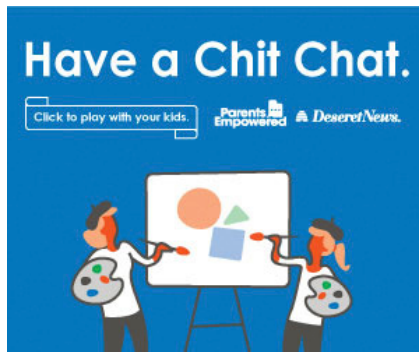


To promote the new feature, a Brandview paid editorial campaign was purchased from *Deseret News* that delivered 150,000 impressions and a press release was jointly issued by Parents Empowered and the *Deseret News*. The paper also provided added value with co-branded display ads run across the site and four Facebook posts promoting the parenting tool as a fun conversation starter to strengthen their relationship with their kids.

The game features two decks of cards—one with questions parents can ask their children such as “How would you change the world if you could?” and another with questions kids can ask

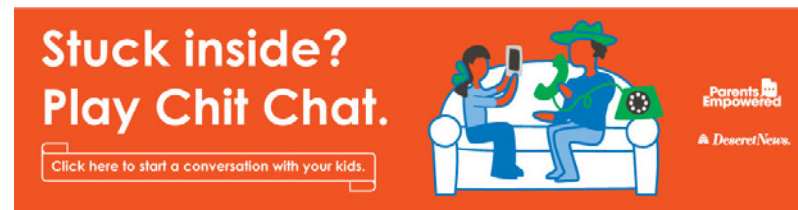
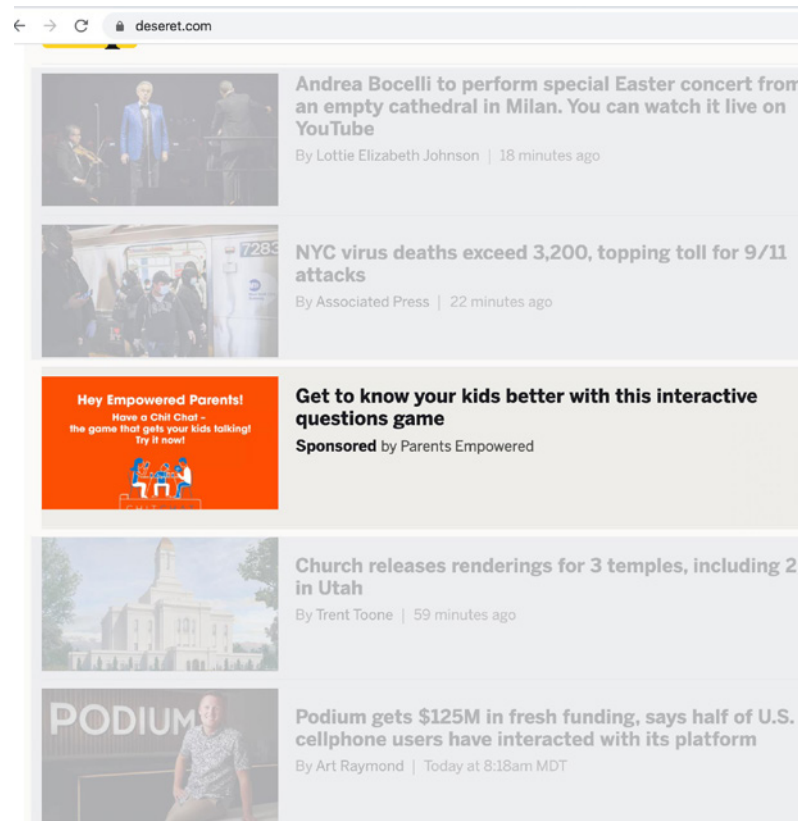
their parents: “Describe one of your favorite activities we’ve done together?” Because research indicates children are less likely to drink underage when their parents are involved in their lives, the promotional messages encouraged parents to spend at least 10-15 minutes a day, one-on-one, doing what their child wants to do so that when topics like not drinking underage come up, they’re easier to address with their kids. As a result of the *Deseret News* paid media promotion, the online Chit Chat cards were viewed on *deseretnews.com* over 40,000 times. Google Analytics for the Parents Empowered website during the first week of the four-week promotion showed significant upticks in Facebook

BANNER AD



referrals and KSL display click-throughs to the site.

Parents Empowered also added a feature at the top of the parentsempowered.org homepage and created its own Facebook post to direct parents to the conversation-starting game. Results from the Parents Empowered Facebook post indicate over 55,000 impressions were delivered resulting in over 2,600 unique page views on the site, which represents a strong click-through rate of .047%.



BANNER AD

BRANDVIEW ARTICLES

Get to know your kids better with this interactive questions game

By Parents Empowered | Apr 2, 2020, 2:55pm MDT

f t v SHARE



Parents Empowered

We get it. You're spending a lot more time indoors with your kids these days. Even with that extra time, it can be hard to bond with your kids and get to know them better. To connect with your kids and take advantage of this opportunity to deepen your relationship, play Chit Chat, a get-to-know-you game! It's a great way to spend a little time each day, one-on-one, having fun with your child, no matter how old they are.

To play, you'll use two decks of cards, one for the parent and one for the child. To start, a parent can ask their child a question from the green Chit Chat cards. Then the child takes a turn, asking their parent a question from the blue Chit Chat deck. No two games will be the same, because each time you play you'll learn something new—about your child, their interests, feelings and attitudes. And they will learn about you too, because it's designed to spark conversation.

Chit Chat cards are more than just fun, they're a wonderful way to strengthen your relationship with your kids. Research indicates children are less likely to drink underage when their parents are involved in their lives and when both report feeling close to each other. The American Academy of Pediatrics also suggests parents should start having conversations about not drinking underage as early as age nine. Continuing to stay close with your kids will make topics like not drinking underage easier to approach. So, when you spend time in your kid's world, they'll listen when you talk from yours.

Ask a parent:



Most Read



Coronavirus in Utah: Why the Beehive is one of the last in nation without a stay-at-home order



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Start your day with the top stories missed while you were sleeping

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KUTV Takeover Days

Parents Empowered continued its exclusive media partnership with KUTV to promote the Parents Empowered message during four high-risk periods for underage drinking: back-to-school, the Christmas holidays, spring break and graduation. During these periods, KUTV dedicated a full day of media coverage to encourage parents to start the “no underage drinking” conversation with their kids. Media opportunities for the four takeover days included four three-minute interviews on “Fresh Living,” broadcast on KUTV, KMYU and KJZZ, with an audience largely comprised of mothers; 222 airings of a KUTV-produced 60-second promo spot, hosted by news anchor Heidi Hatch, which provided parents with detailed information and skills to prevent underage drinking; multiple Facebook posts featuring prevention interviews and promo videos; four homepage takeovers and digital banners run across KUTV.com site; and four one-hour podcasts with prevention experts, law enforcement and Heidi Hatch that resulted in 2,652 downloads and 1,377 email clicks from 440,000 KUTV e-blasts; and four 5 p.m. VOSOT promotions of podcast with Heidi Hatch.



CLICK TO VIEW
THE FRESH LIVING
SEGMENT



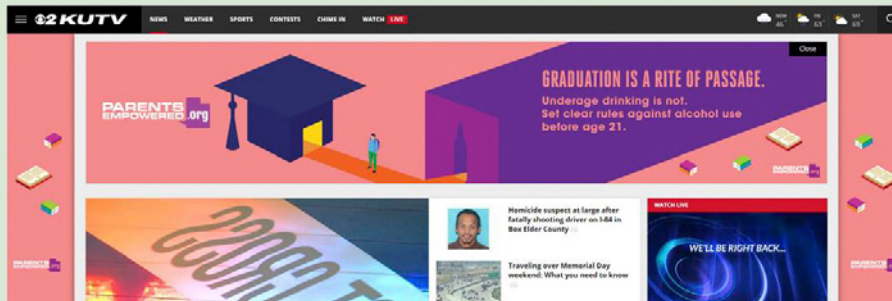
CLICK TO VIEW THE
BACK-TO-SCHOOL
PODCAST

BACK-TO-SCHOOL TAKEOVER

KUTV Takeover Days Media Summary

MEDIA OPPORTUNITY	IMPRESSIONS	VIDEO VIEWS
Broadcast TV :60 promo spots (222)	4,062,544	
Fresh Living interviews (4)	41,861	
2News Facebook post of :60 TV promo spots (4)	107,198	40,644
Fresh Living Facebook post of interviews (4)	113,328	19,134
Homepage takeovers/ banners	629,814	
Podcasts, 1 hour (4)	3,939	2,652 downloads
5 p.m. VOSOT promo of podcast	100,000	
TOTAL IMPRESSIONS	5,058,684	

CLICK TO
VIEW THE
GRADUATION
PODCAST



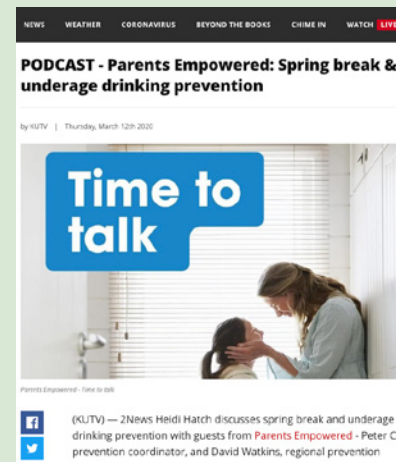
CLICK TO
VIEW THE
2NEWS
SEGMENT



CLICK TO
VIEW THE
SPRING BREAK
PODCAST



CLICK TO
VIEW THE
HOLIDAY
PODCAST



CLICK TO
VIEW THE
FRESH LIVING
POST

SPRING BREAK, GRADUATION AND OTHER HOLIDAY TAKEOVERS

Each takeover day was valued at \$35,000. Total media impressions delivered across the KUTV partnership were 5,058,684. In addition to the sizable reach, these media blitzes from a respected third-party news source help reinforce the credibility of the Parents Empowered message while expanding the reach statewide.

With it becoming increasingly difficult to get earned media coverage from TV stations due to their reduced budgets and limited resources, this media partnership helps bolster our statewide media presence while providing much more detailed messaging than traditional media can deliver in a 60-second advertisement.

PANGUITCH DUGOUT BANNERS



Panguitch High School Partnership

One of the evidences of a successful community partnership is when you have local partners volunteer resources for the benefit of the initiative—which extends the sustainability of the campaign. The Panguitch High School partnership was especially significant because it was funded using federal grant monies, rather than Parents Empowered resources. The prevention coordinator requested custom-designed wraps for the local high school's baseball and softball dugouts. Using the school's colors and mascot, the murals delivered underage drinking prevention messages to parents on the back of the dugouts and harms messaging tailored to kids on the inside. Because the baseball fields

are a common gathering place for families, the murals will provide a great conversation starter for parents to talk with their kids about the harms of alcohol to the developing adolescent brain.

Garbage Trucks

For the thirteenth consecutive year, Wasatch Front Waste, Salt Lake County, and statewide private sanitation companies have taken to the streets, delivering underage drinking prevention reminders directly to parents through weekly garbage truck visits. The trucks traveled more than nine million miles and rolled past 18 million homes during the 2019/2020 campaign year—a projected value of more than \$2.5 million.



Waste Management

Parents Empowered partnered with Waste Management to wrap 15 garbage trucks that service Sandy residents. These trucks have visited well over one million homes to date. Each truck carries a message educating parents about the dangers of underage drinking and what parents can do to reduce the likelihood their kids drink. Trucks displaying the messages were originally unveiled at Waste Management headquarters in West Jordan, Utah. Sandy City's Mayor, along with Beth Holbrook from Waste Management, launched the wrapping of the trucks by speaking at the press event, urging all parents to set clear rules about no underage alcohol use.

Parents Empowered believes as a community, we must make a difference by talking to our kids about the dangers of alcohol and ensure they have an alcohol-free environment. A community's influence can help parents feel empowered to take a strong stance against underage drinking.

Staker Parson

Staker Parson Companies continued to showcase Parents Empowered messages on their concrete mixers to remind Utahns that teens and alcohol don't mix. The partnership with Staker Parson has now entered its eighth year. As part of the partnership, Staker Parson continues to use revolving messages on the barrels of 37 concrete mixer trucks that encourage parents to stay involved in kids' lives to prevent underage drinking. On average, each truck travels 44,000 miles per year and serves over 80 jobs in Utah.



GARBAGE TRUCK WRAPS

MINI GRANTS

A primary reason for the ongoing success of Parents Empowered is the support offered by the 13 local prevention coordinators through the mini grant program. The coordinators not only provide an on-the-ground approach for the campaign, taking the prevention tactics to a local level, but they also serve as influential ambassadors to the Parents Empowered social initiative.

They do this by creating opportunities to engage local elected officials in the prevention effort, activating community partnerships and sharing alcohol prevention messages one-on-one with parents via community events and other outreach efforts.

Overview

The mini grant program seeks to create localized campaigns that are customized to the prevention needs of that area. These campaigns seek to engage public and private partners who can endorse and support the underage drinking prevention efforts in their community. One of the critical benefits of the mini grant program is the opportunity it provides to create custom messaging targeting specific Utah audiences that are often under-represented. The Parents Empowered team worked side-by-side with grantees during the execution and implementation of these community mobilization efforts, helping each grantee maximize the mini grant investment. Parents Empowered has invested substantial resources into the mini grant program, and with the state prevention team, the mini grants will continue to be a staple of Utah's prevention success. To the right is a list of the 2019/2020 mini grantees:

Of course, this year was far from normal as the COVID-19 pandemic dramatically curtailed the possibility of public gatherings—a mainstay of prevention coordinator's outreach efforts. This had significant effects on Parents Empowered's and coalition's abilities to produce and fulfill plans for the mini grant

2018/2019 Mini Grantees

Box Elder Safe Communities Coalition

Cache Northern Utah Substance Abuse Prevention Team (NUSAPT)

Four Corners Community Behavioral Health

Freemont5 Communities That Care

Kearns Evidence2Success Coalition

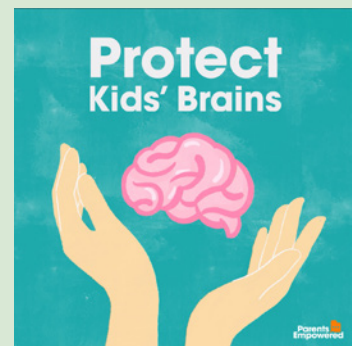
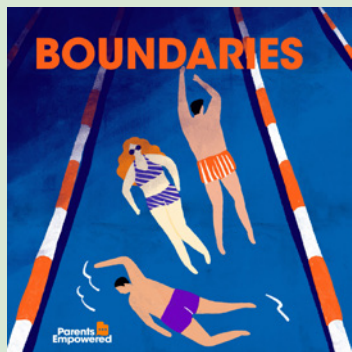
Roy Communities That Care

Tooele Prevention, Valley Behavioral Health

Weber Communities That Care

Wendover Prevention Group

program. While some grantees had begun the process earlier in the fiscal year and were able to complete their projects, others had anticipated implementing their mini grants in spring and summer and were hampered by the quarantine that closed businesses and limited group gatherings 10 people or less.



Further, with the passage of House Joint Resolution 301 in April, asking that all state funded organizations exercise fiscal responsibility with the remainder of their 2020 budgets and cease spending except for those things deemed “essential” it became evident that Parents Empowered would need to reconsider all spending moving forward. Consequently, the decision was made to cancel all non-essential future spending that was possible. As a result, Parents Empowered returned \$236,523 in unspent monies to the state's general fund.

In response to these unprecedented conditions, Parents Empowered retooled the mini grants for several of the affected coalitions and provided customized underage drinking prevention messages that could be shared with their local communities via social media.

Mini Grant Highlights

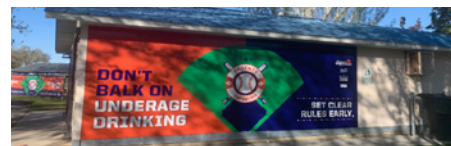
The amount of planning and resources required to fulfill nine mini grants—everything from budget distribution, project management, design, and production—is considerable. The most challenging aspect of the program, however, is taking a strategic look at each proposal and tailoring them to ensure community mobilization, maximum media exposure and full delivery of the prevention message. In short, Parents Empowered recreates a full, customized underage drinking prevention campaign in each mini grant community. The following are four examples of how this was implemented during the 2019/2020 year.

Featured Mini Grants

BOX ELDER SAFE COMMUNITIES COALITION

Following a successful communitywide Prevention Summit that engaged key leaders and decision makers, educators, business owners and families in

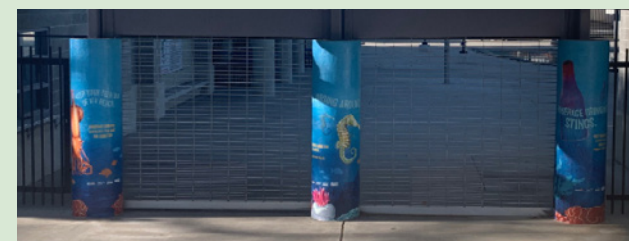
MINI GRANT SOCIAL MEDIA KITS— ANIMATED GIFS



the local prevention effort, the Box Elder Safe Communities Coalition, sponsored by Bear River Health Department, made the decision to partner with two local parks in the Brigham City and Tremonton areas to deliver the Parents Empowered message. The partnership leveraged existing relationships with the Parks' recreation directors and Brigham City's mayor who were members of the coalition and therefore aware of the harms of underage drinking and the need to provide parents with skill-building strategies to prevent it.

In the end, the venues—Jeanie Stevens Park and Reese Pioneer Park—were critical decisions that allowed for the mini grant's eventual success because, despite the fact parks were shut down for a time, as the pandemic restrictions eased they were also some of the first public spaces reopened, providing fantastic exposure for the timely message. As a result, when the weather warmed and people emerged from the four walls of their homes, Bear River parents encountered large signs around the parks reminding them that preventing underage drinking can be “a walk in the park” as they spend time daily with their kids and that “You can't strike out with quality time. There's no wrong way to build a strong bond with your kids.” Even the pillars at the community pool entrance for one of the parks were wrapped with aquatic-themed underage drinking prevention messages.

BRIGHAM CITY AND TREMONTON PARK SIGNAGE, TREMONTON LEADER NEWS ARTICLE AND COMMUNITY POOL PILLAR WRAPS



The original plan also included launch events at each park, centered around their local softball tournaments on June 3 and June 10, where 500 attendees were anticipated per event. A cross-promotional collaboration was developed between Kiwanis Club and Niagara Water Bottle to provide hot dogs and drinks. Coalition members planned to provide Parents Empowered-branded baseball stress balls and engage in conversations with parents about the importance spending time with their kids and talking to them about the harms of underage drinking. Due to Covid-19, both the tournaments and the launch events were canceled. In lieu of the public outreach event, The Tremonton Leader/Garland Times and the Box Elder News Journal, both with a circulation of 9,000 plus online visitation, provided news coverage of the local prevention campaign. Additionally, Brigham City Corporation posted photos and a write-up of the prevention effort on their Facebook page.

Roy Communities That Care

Roy City, Roy Communities that Care and the local chapter of Boys and Girls Club joined forces to engage parents and raise awareness

of the key role they play in their kids' lives and their decision of whether to drink underage. The Roy Hope Center was chosen as an ideal venue for Parents Empowered messaging because of its large basketball court that is used by the local community and also as an activity room for the adjoining Boys and Girls Club. Parents routinely walk through the gymnasium daily to pick up their kids from the afterschool program. Consequently, large basketball-themed messaging was installed that addressed the proven prevention skills of bonding, boundaries and monitoring and the varied roles parents play in their child's life as a teacher, coach, referee and cheerleader.

Originally, the installation was to be showcased at an Armed Forces Day Family 5K on May 16, with the race starting and finishing at the Hope Center. While the launch event was postponed due to Covid-19, the coalition plans to write a feature article for their local newsletter, The Roy Connection, which reaches about 13,000 homes and businesses throughout the area.

Additionally, Roy Communities that Care Coalition partnered again this year with the Roy City Police Department to develop three





HOPE CENTER BANNERS

CLICK TO WATCH THE INSTALLATION AT THE HOPE CENTER



ROY PD SOCIAL MEDIA VIDEOS AND PRESS EVENT



social media videos about avoiding the hazards of underage drinking. This partnership was a direct result of Roy CTC's efforts the previous year to successfully re-engage the police chief and mayor, and reflected the community's ongoing commitment to raise awareness concerning the harms of underage alcohol use.

In the videos, local officers encouraged parents to set clear rules about drinking underage, stay close to their kids and use the 5 Ws to monitor kids' activities so they remain safe and their brains stay healthy. The videos were launched during a National Family Dinner Night and Resource Fair held in September at George Whalen North Park in Roy. Community members were invited to enjoy a meal with their families, to celebrate the national holiday, while a press event was held to highlight the videos and the Parents Empowered underage drinking prevention message. Speakers included Roy City Mayor Bob Dandoy, Roy City Police Chief Carl Merino, Roy High School Principal Matt Williams and Lena Wood, a representative from the coalition. With over 500 people in attendance, the event received strong community support and also delivered \$10,000 in publicity value via 11 TV news segments from KSTU and KUTV, and an online/print article in the Standard Examiner with an online reach of 105,000.

CLICK BELOW TO WATCH THE ROY PD SOCIAL VIDEOS



OFFICER HUBBARD



OFFICER HACKWORTH



OFFICER GRESHAM

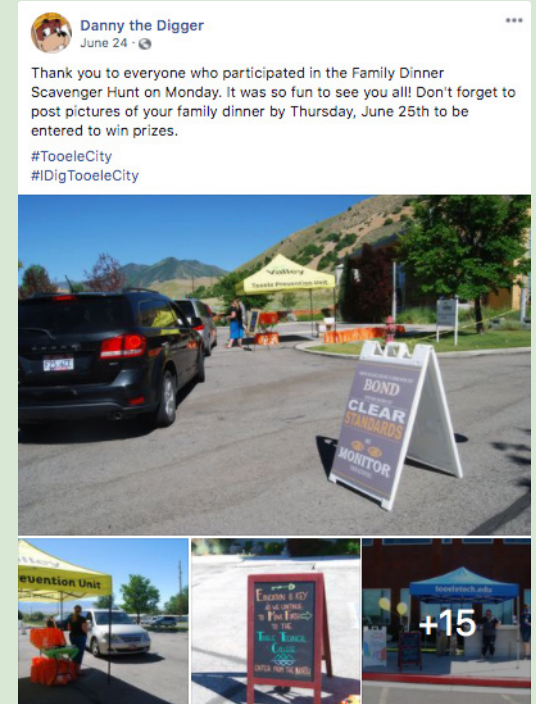
Tooele City Communities That Care

While Tooele City Communities that Care had different plans for their Parents Empowered Mini Grant this year, COVID-19 required they quickly alter their underage drinking prevention efforts. Fortunately, the coalition has a strong working relationship with Tooele City Parks & Recreation and opted to co-brand a Tooele Summer Passport with Parents Empowered messaging that was distributed to parents and kids at the beginning of the summer.

Danny's Summer Passport featured the city's mascot, Danny the Digger, and provided families with skill-building activities they could do together to strengthen family bonds, create memories and decrease the chance kids drink underage. Upon completion of the activities, kids could check them off in their passport and receive a participation prize at the end of the summer. A landing page on the Tooele City website was created for passport participants and their parents that included content about "Parents as Partners." Parents were encouraged to do the activities with their kids and if they registered their child's

passport online were provided with supplemental suggestions and activities. All activities supported the goals outlined in the printed passport such as "Dig into STEM, Dig into an Active Lifestyle, Dig into Helping Others," and more.

Due to the pandemic, activities could be accessed virtually or Take It-Make It activities could be picked up at drive through Grab 'n' Go school lunch distribution points, which averaged about 80 participants each week. The underage drinking prevention program distributed over 2,600 passports and was also promoted via weekly emails to over 500 residents and 2-3 media posts each week on the Danny the Digger Facebook page. Additionally, the program was highlighted on the front page of the Tooele Transcript Bulletin as part of the newspaper's coverage of Danny the Digger's Birthday Party.



SOCIAL MEDIA POSTS


CLICK TO VIEW
THE FAMILY DINNER
SCAVENGER HUNT
INVITATION POST


CLICK TO VIEW
THE FAMILY DINNER
SCAVENGER HUNT
EVENT POST AND
IMAGES



DIGGING INTO TOOEE FUN

Parents
Empowered

Tooele City
UT 84001

Tooele City
Celebrating Your Town

Hey Parents!

Danny the Digger here with a passport program that's sure to make the summer of 2020 unforgettable. The passport has **10 different categories** with **100 activities** you and your kids can do together this summer.

Did you know that **parents are the number one reason kids don't drink underage?** It's true. And besides setting clear rules early, building a strong relationship with your kids is the best way to help them stay alcohol-free. Maybe it seems early to be thinking about such things, but research tells us **kids start forming their attitudes about alcohol by age 9** and some Utah kids begin drinking as early as 6th grade. That's why we encourage you to complete this passport with your kids. You'll end up making some great memories, and you'll also decrease the chance that they'll drink underage. It's a win-win!

Join in for prizes, adventures and more! I'm asking your kids to set a goal to complete two activities per category. And I'm inviting you to **register their passports at tooelecity.org** for even more fun ideas, updates and notices of Virtual Passport Checkpoints (chances to win more prizes). Please follow along and share your ideas on my Facebook and Instagram pages **@Danny_The_Digger**.

Danny the Digger



Dig into STEM

Explore the world of science, technology, engineering and math. Do you know the science behind what happens to a kid's brain when they drink underage? It literally changes how the brain develops, putting kids' healthy brains at risk for addiction, bad behavior and more.

- ☐ Learn how to grow crystals
- ☐ Design and build a maze
- ☐ Make a popsicle stick chain reaction
- ☐ Construct your own sundial
- ☐ Make your own constellations
- ☐ Blow up a balloon without using your mouth
- ☐ Make slime
- ☐ Build an airplane
- ☐ Put together a catapult
- ☐ Make a boat to float
- ☐ Create your own STEM activity



PASSPORT

SOCIAL POST
AND ACTIVITY

On June 22, a Family Dinner Scavenger Hunt was held to promote the benefits of eating dinner as a family to reduce the likelihood kids will drink underage. Families followed the clues that led them to drive-through checkpoints where they'd receive one of the ingredients for their free family dinner. Once families had prepared the meal at home with all the ingredients from the scavenger hunt, they were encouraged to post pictures of their family dinner to the Facebook page to qualify for a prize.

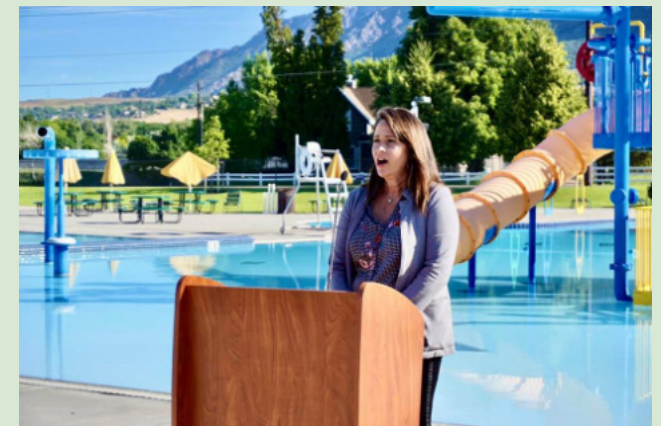
The program was enthusiastically supported by Tooele City Mayor Debbie Winn, and represents a communitywide partnership between multiple public and private partners including Tooele City, Tooele City Library staff, Dispatch, Emergency Management, the Police Department, Tooele Valley Museum, Tooele County School District and Parents Empowered.

Weber Communities That Care

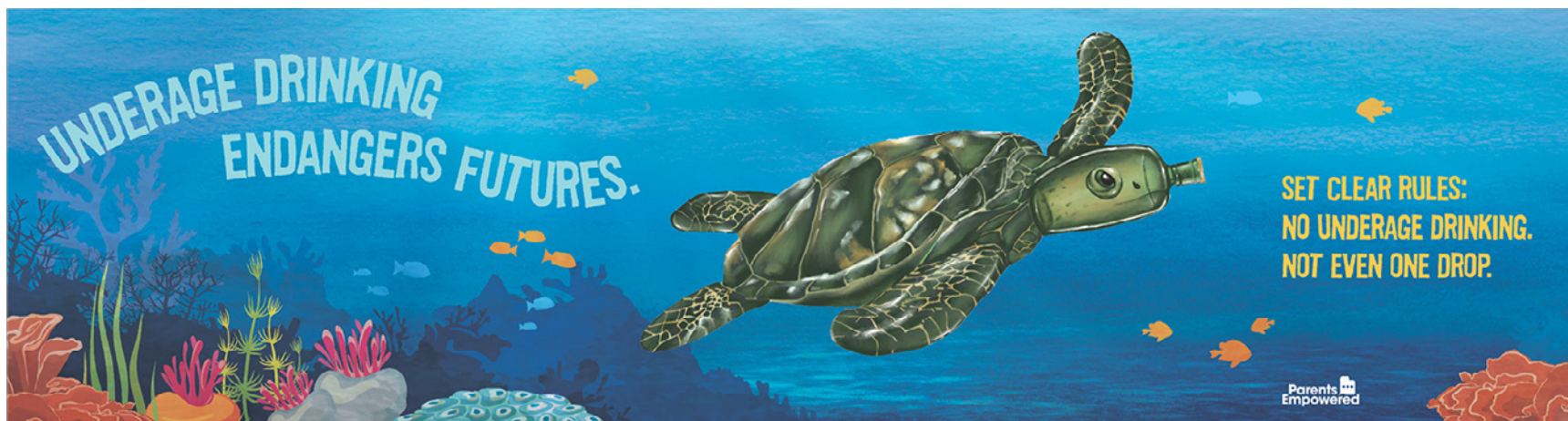
In partnership with North Ogden City Parks and Recreation, the Weber Communities that Care Coalition launched its underage drinking

prevention installation at North Shore Aquatics just weeks after COVID-19 quarantine restrictions lifted for local pools. Oversized, hand-illustrated murals of sea-life creatures with wine bottle heads and red Solo cup bodies were wrapped around doors and along walls throughout the venue. Families who visited the pool throughout the summer were surrounded by messaging that encouraged parents to have an ongoing dialogue with their kids about the harms of underage drinking to the developing brain and to "Set clear rules: no underage drinking, not even one drop." Parents were also reminded that time spent together, doing things their kids like to do, helps strengthen the bond with their children and that studies show those kids who feel close to their parents are much less likely to drink while underage.

Additionally, the campaign sought to increase community leader's understanding of the importance of universal prevention and the part they play in that effort, as well as educate them—and parents—about the proven prevention skills of bonding, boundaries



NORTH SHORE AQUATICS INSTALLATION AND PRESS EVENT



and monitoring. The community partnership was launched with a press conference that demonstrated strong support from local leadership including North Ogden Mayor Neal Berube; North Ogden City Councilman and Weber CTC Key Leader Phil Swanson; Lieutenant Jeremy Hindes from North Ogden Police; Jon Call, a North Ogden City administrator; and David Watkins, Weber Human Services Regional Prevention Director.

To meet the requirements of social distancing, the event was promoted on social media as a Facebook Live Event so people could view the proceedings via live stream while remaining safe and healthy. The North Ogden Connection magazine covered the event with

Ryan Spelt, Director of Publishing, in attendance. A print article was published in the July issue that was mailed to North Ogden residents and a digital article was shared on their website and Facebook page. To extend the reach of the campaign, the coalition posted images of the murals on its Facebook page and paid to have them promoted, reaching 3,094 people with 334 engagements.

Ultimately, the biggest success of the partnership was increased awareness of the Parents Empowered message among parents, key leaders and community partners, with each having a greater understanding of and commitment to the mission of Weber CTC and Parents Empowered.



NORTH SHORE AQUATICS INSTALLATION AND PRESS EVENT

PRESENTING

THE PARENTS EMPOWERED MESSAGE

Over the past 14 years, the Parents Empowered campaign has refined a presentation that is used at community-based forums and town hall meetings to educate Utah parents about underage drinking prevention. Well-prepared professional presenters who leverage the campaign materials to engage community-wide conversations about underage drinking have given the in-person presentation to motivate community change. The messages help create a groundswell for the important social change, urging community leaders to take action against underage drinking. Parents Empowered has presented to state leadership, local managers, city councils, mayors, law enforcement, prevention experts, parents, teachers, educators, and even federal officials.

Overview

During the 2019/2020 campaign year, Parents Empowered presented at conferences, schools and town hall meetings, with members of the Underage Drinking Prevention Workgroup donating their time to deliver the presentations. The campaign also distributes collateral materials to individuals who attend the event for increased awareness. Supporting booths are also utilized in an effort to increase the presence of the prevention message and the impact of the in-person presentation.

News Media Interviews

Due to the increased level of public interest in underage drinking prevention, Parents Empowered is continuously invited to



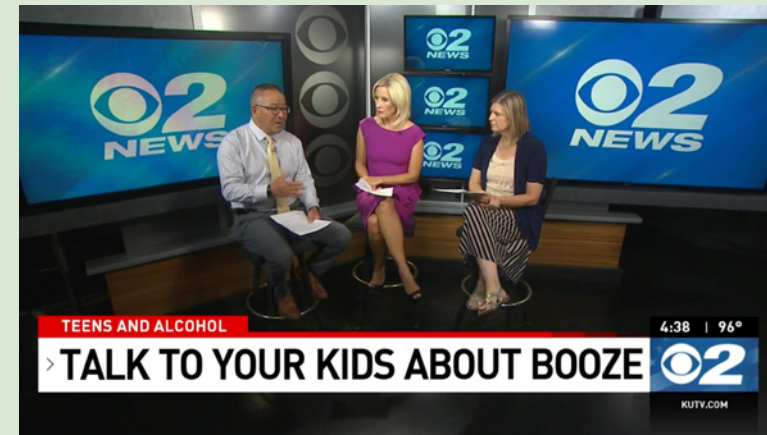
Key Presenters

Art Brown, Representative from Mothers Against Drunk Driving (MADD); Doug Murakami, Alcohol Education Director for the Utah Department of Alcoholic Beverage Control (DABC); Heidi Peterson, Regional Director, Utah Division of Substance Abuse and Mental Health (DSAMH); Rob Timmerman, Regional Director, DSAMH.

participate in news media interviews to discuss the related dangers of underage drinking and what parents can do to help prevent it. KUTV2 and ABC4 broadcast news networks have invited representatives from Parents Empowered to share quarterly messages with their news audiences. The following individuals have volunteered their time to share encouraging educational messages with local media regarding underage drinking prevention: Art Brown, Representative from Mothers Against Drunk Driving (M.A.D.D.); Doug Murakami, Alcohol Education Director for the Utah Department of Alcoholic Beverage Control (DABC); Heidi Peterson, Regional Director, Utah Division of Substance Abuse & Mental Health (DSAMH); Rob Timmerman, Regional Director, DSAMH; David Watkins, Regional Director, DSAMH; Heather Lewis, Utah County Prevention Coordinator and President of Utah Prevention Network; Peter Clegg, Tooele Prevention Coordinator; and Lt. Chad Jensen, Utah Department of Public Safety, Alcohol Enforcement Bureau.

Each news network continues to share the underage drinking message through broadcast channels, podcasts and supporting online avenues. During the 2019/2020 campaign year, representatives from Parents Empowered participated in a total of dozens of news interviews discussing the following topics: family dinner, parents as the number one influence, alcohol addiction, teen brain development, community partnerships, monitoring kids' activities—especially during the holidays, Spring Break and graduation seasons, knowing kids' new friends during back-to-school, and setting clear rules. By participating in news media interviews, Parents Empowered is able to leverage the support from the news teams to provide third-party credibility for the prevention message and increase the total audience reach statewide.

NEWS MEDIA INTERVIEWS



CLICK TO VIEW
THE 2NEWS
SEGMENT



CLICK TO VIEW
THE FRESH LIVING
SEGMENT



PE MONTH KIT ITEMS

13 County Coordinators—Local and Rural

Through the dedicated efforts of the 13 county coordinators, the Parents Empowered message is customized and shared across Utah. Representatives from Parents Empowered met with each coordinator one-on-one this year to discuss customized plans that would create sustainable social change for their areas. Parents Empowered understands that a mass media campaign is not a one-size-fits-all program, but rather seeks to customize each plan to the needs and partnership opportunities of the particular community. Consequently, each campaign year Parents Empowered builds a localized outreach plan for each area. Unfortunately, many of these plans had to be redesigned to fit within a post-COVID world or postponed. Coordinators have shown incredible drive and perseverance as they have worked to reach parents in new and adaptive ways.

Several coordinators went above and beyond to help promote the Parents Empowered message by including the campaign within local community efforts. For additional information, please see the Mini Grants summary. The success of Parents Empowered would not be possible without the support and assistance of the 13 local prevention coordinators. Their ongoing dedication to underage drinking prevention among Utah's youth is one of the driving factors that has helped spread the Parents Empowered message in communities across Utah.

Parents Empowered Month and Collateral

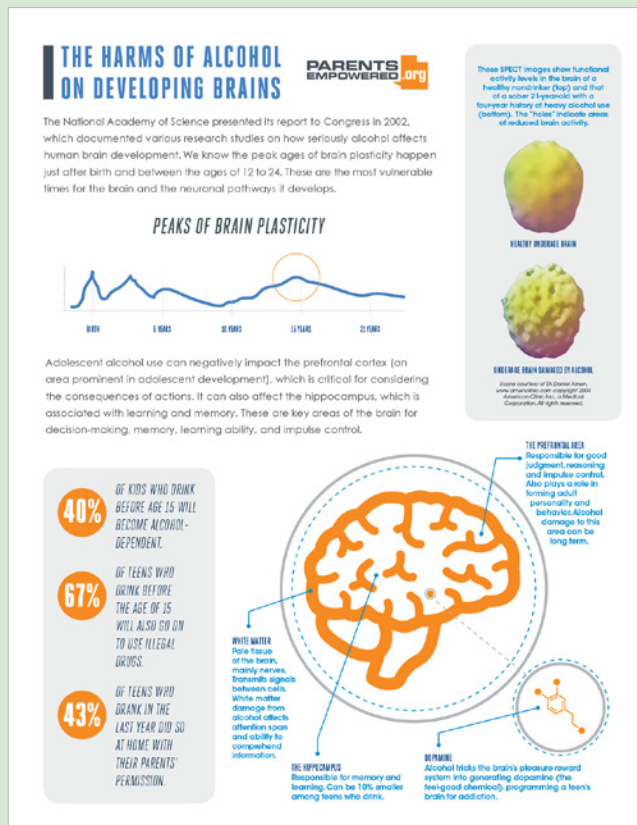
In 2008, Governor Gary Herbert proclaimed January as Parents Empowered month—a month set aside for parents to establish

clear rules against underage drinking. Since that proclamation, Parents Empowered has worked closely with the state prevention coordinators to rollout a heavy community outreach blitz focused on teaching parents how to engage with their kids to set rules against underage drinking.

In December 2019, Parents Empowered distributed over 130 prevention kits to local county coordinators to help enhance their prevention efforts. During the 2019/2020 year, each coordinator held a minimum of five underage drinking prevention events with each event aimed at educating their communities on the harmful effects of underage drinking and the proven parental skills of prevention. Each Parents Empowered kit contained: T-shirts, campaign collateral, pop sockets, aprons, spatulas and serving spoons to promote family meals, sticky notepads to encourage monitoring, parent/child discussion "Chit Chat" cards to support bonding, and other educational items. This year, after polling the coordinators to determine what might be most helpful for their public outreach efforts, a TV monitor, carrying case and jump drive with Parents Empowered TV commercials was provided in each kit to serve as a conversation starter and increase engagement with parents during family health fairs and other community events. The coordinators use these materials primarily in January, but also throughout the campaign year to further promote the prevention message.



STICKY NOTES AND POP-SOCKET



BRAIN HARMS HANDOUT

SPANISH AND ENGLISH CHIT CHAT CARDS



ELECTRONIC MEDIA KIT (TV, FLASH DRIVES PRELOADED WITH PARENTS EMPOWERED TV SPOTS AND CARRYING CASE)



T-SHIRTS

DATA AND EVALUATION

To ensure the Parents Empowered campaign is meeting its underage drinking prevention goals, the campaign utilizes three primary data sources: the SHARP Survey—a student survey of self-reported underage drinking measures, and risk and protective factors for substance abuse; a semi-annual tracking survey of parents with kids ages 9-16; and an independent evaluation of the campaign's ability to affect parental attitudes and behaviors surrounding underage drinking.

SHARP Survey Highlights

In 2019, a sampling of 86,000 students across the state in the 6th, 8th, 10th and 12th grades voluntarily participated in the Student Health and Risk Prevention (SHARP) Survey. This survey measures adolescent substance use attitudes and behaviors, antisocial behavior, and the risk and protective factors that predict adolescent problem behaviors.

Substance use behaviors asked on the SHARP that are relevant to the Parents Empowered initiative include: alcohol use in the past 30 days, lifetime alcohol use (ever used in lifetime), and binge drinking (five or more drinks in a row) in the past two weeks. Of the three, 30-day use is the measure that correlates best with regular underage drinking. Additionally, risk and

30-DAY USERS COUNTY	6TH GRADE			8TH GRADE			10TH GRADE			12TH GRADE			ALL GRADES		
	2015	2017	2019	2015	2017	2019	2015	2017	2019	2015	2017	2019	2015	2017	2019
Summit County	0.2	4.5	0.0	5.1	2.8	7.3	14.7	14.2	16.4	36.5	23.3	31.7	12.0	9.4	13.1
Four Corners	0.6	0.4	7.4	8.1	4.4	4.3	18.3	14.5	14.1	19.8	28.4	21.8	11.0	11.1	10.0
Weber/Morgan Counties	1.7	1.4	0.7	4.1	3.0	5.0	9.4	10.6	8.8	18.3	21.1	17.0	8.4	9.0	7.6
Salt Lake County	0.8	1.0	1.2	4.2	4.2	5.2	12.7	11.8	9.2	18.4	20.4	14.5	8.7	9.1	7.4
Central Utah	1.5	1.0	1.1	3.9	2.6	2.7	9.2	9.4	7.8	13.5	12.1	11.3	6.4	6.1	5.5
State Average	0.7	0.9	0.7	3.4	3.2	3.6	9.5	8.9	7.0	13.6	14.7	11.1	6.5	6.7	5.5
Tooele County	1.2	0.4	1.1	3.2	3.7	5.4	11.7	26.6	8.4	15.9	11.3	7.5	7.8	5.3	5.4
Southwest District	0.5	0.5	0.7	4.4	2.8	3.2	8.0	9.0	7.1	12.2	12.2	10.0	5.9	5.8	5.1
Northeastern District	1.4	1.6	1.5	9.0	7.4	6.9	13.8	15.0	3.1	18.0	8.2	5.9	9.5	7.9	4.2
Wasatch County	0.3	0.0	0.4	2.9	1.5	3.8	9.7	8.2	3.6	12.7	5.4	8.3	6.2	3.7	4.0
Bear River District	0.3	0.8	0.2	2.2	2.7	1.6	7.9	5.4	5.2	8.1	14.7	8.0	4.5	4.3	3.6
Davis County	0.2	0.2	0.2	2.1	1.7	2.2	5.5	6.6	4.1	7.5	12.0	7.4	3.9	5.1	3.4
Utah County	0.4	0.7	0.3	2.1	2.2	1.7	7.2	5.5	4.3	7.9	8.3	6.5	4.2	4.1	3.1
San Juan County	0.7	1.2	0.0	2.8	3.2	0.0	2.1	4.1	0.0	4.2	10.1	8.4	2.4	5.1	2.6

Percentage of Utah children involved with 30-day alcohol usage. Shown in descending order by All Grades (2019), relative to state average. Statistics from the 2019 SHARP Survey—Prevention Needs Assessment (PNA) results. Prepared by Bach Harrison, LLC.

To see a full report of 2019 SHARP Survey results, please refer to the 2019 Parents Empowered Annual Report.

protective factors that are relevant to Parents Empowered include: items measuring family attachment, perceived parental disapproval of alcohol use, and parental rule setting and monitoring behaviors (as reported by youth).

2019 SHARP results for 30-day use of alcohol across “all grades” (state average) hit an all-time low of 5.5%, less than half of what it was when Parents Empowered began (11.9%).

These survey results highlight the ultimate measure of campaign effectiveness—how many young people have been given the chance to develop their full potential by avoiding underage drinking and the associated harms to the developing brain. The news is encouraging.

Current SHARP results for 30-day use for “all grades” show a reduction from 6.7% to 5.5%. Breaking out results by grade, all grades reported decreases except for 8th, which showed a slight increase from 3.2% to 3.6%. Because 30-day measures are often seen as an indicator of regular usage, it’s especially significant that Bear River District, Northeastern District and Utah County experienced decreases in 30-day use across “all grades.”

One notable concern this year is the increase in some measures of drinking among 6th and 8th graders. These findings underscore the urgent need for parents to set clear rules against underage drinking early, by age 9, and continue the conversation throughout the pre-teen and teen years. Eighth grade statewide results for lifetime and 30-day use reflect increases in 2019, continuing a trend that was seen in the 6th grade results across all measures in 2017. Only

heavy use among 8th graders saw a decline in 2019. It will be important to monitor whether usage rates for this student cohort continue an upward trend as they age through high school.

In the battle against underage drinking, perhaps one of the most difficult obstacles comes from parents who supply alcohol to their underage kids and their friends in their own home. When alcohol-using students were asked, “During the past year, how many times (if any) did you drink alcohol at any of the following places?” 2019 SHARP results show an increase in the number of 8th, 10th, and 12th graders who are getting their alcohol from home with their parents’ permission, with 8th graders showing the largest increase, by almost 3%.

Of those kids who drink, 58.6% of 6th graders got their alcohol “at my home with my parent’s permission.” Over the past three surveys, 6th-grader rates have steadily increased, but this year showed a slight decline. Unfortunately, the numbers continued to rise for all other grade levels, with 45.1% of Utah’s 8th grade drinkers getting alcohol in their home from their parents, 41% of 10th graders and 41.5% of 12th graders. It’s important to note, those who get their alcohol from home with their parents’ permission are also 40% more likely to binge drink when unsupervised. The belief that it’s safer to let kids drink at home under adult supervision is misguided and does not address the potential for addiction nor impaired brain development, both of which have been substantiated by research.

These findings underscore the need to continue reminding parents to start the “no underage drinking” conversation early, because parental disapproval is the number one reason kids choose not

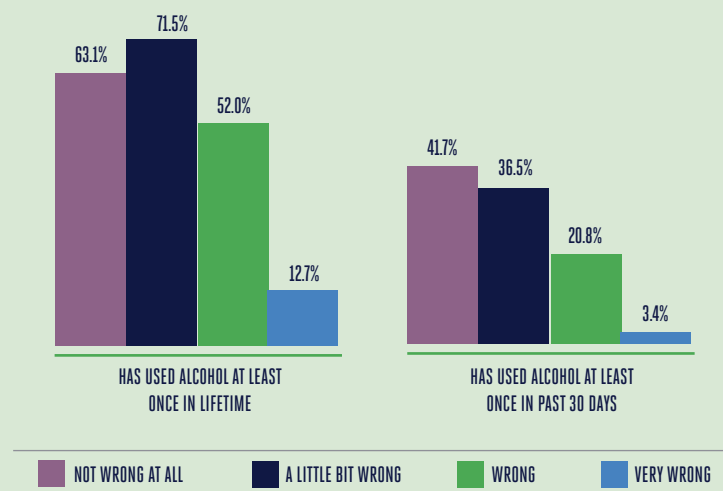
2019 SHARP results show an increase in the number of 8th, 10th and 12th graders who are getting their alcohol from home with their parents' permission, with 8th graders showing the largest increase.

in the 2019 SHARP), 91.1% of Utah students reported their parents felt it was “very wrong” for them to use alcohol. Of those students, relatively few used alcohol (12.7% lifetime use; 3.4% use at least once in the past 30 days). In contrast, of those students in the state (6.2% of the state total) who indicated their parents agree with use somewhat and would only consider it “wrong” rather than “very wrong,” the use increases to 52% for lifetime and 20.8% use within the past 30 days. The shift Utah is seeing in parental acceptability of underage drinking is consistent with the wider challenge of parents' attitudes toward drug use in general. 2019 SHARP results now report increases, across all grades, in parental attitudes that are favorable to drug use, which includes alcohol.

Parents Empowered was started 14 years ago in response to survey results indicating that underage drinking use rates in Utah were at unacceptably high levels. The 2019 SHARP Survey marks the ninth administration of the survey, providing a 16-year overview of underage drinking in Utah. It's significant that since the inception of Parents Empowered, SHARP Survey results across all grade levels have shown an overall steady decline in statewide underage alcohol use. While Parents Empowered has been an integral part

to drink. In fact, the 2019 SHARP Survey reported that even the slightest level of perceived parental acceptability of underage drinking leads to dramatic upticks in alcohol use. For instance, in the 2019 Utah PNA Survey (referenced

ALCOHOL USE IN RELATION TO PERCEIVED PARENTAL ACCEPTABILITY



How wrong do your parents feel it would be for you to drink beer, wine or hard liquor regularly?

of those declining usage rates, it has only been through the total mobilization of local communities and their leaders, parents, substance abuse authorities, and prevention coalitions that these significant results have been achieved.

**According to 2019 SHARP
Survey data, even the slightest
level of perceived parental
acceptability of underage
drinking leads to dramatic
upticks in underage drinking.**

Dan Jones and Associates Survey

The Dan Jones and Associates Underage Drinking Study is a parent-focused survey that has been administered since campaign inception to measure perceptions regarding underage drinking and to evaluate messaging and brand awareness

of the Parents Empowered media campaign. Included on the survey are measures of parent attitudes and beliefs, as well as parenting behaviors related to underage drinking prevention (e.g., awareness of underage drinking as an issue, the role of parents in preventing underage drinking, setting clear rules and expectations about alcohol use, etc.). The study serves as a primary tool in evaluating the reach and effectiveness of the campaign and is also used to maximize media budgets.

In 2006, the state underage drinking prevention workgroup conducted pre-campaign surveys to establish measurement baselines. Campaign effectiveness is measured against these baselines through belief statements (e.g., "Drinking alcohol does long-term damage to a youth's developing brain"), intention statements (e.g., "I'm committed to always know my child's friends and whereabouts"), and action statements (e.g., "I have established clear rules and consequences regarding underage drinking with my children"). Based upon these three measures of belief, intention and action, the Dan Jones December 2019 survey shows the campaign has experienced some declines in parents'

awareness of the harms of underage drinking advertisements and parents' implementation of the monitoring skills.

VISIBILITY AND AWARENESS

- Seventy-four percent of respondents have seen or heard messages or advertising talking about the dangers of underage drinking and how to prevent it.
- Sixty-five percent of all Utah parents now know the specific Parents Empowered brand.

Awareness of ads pertaining to "underage drinking" showed a decline this year from 82% in 2018 to 74% in 2019, while awareness of "Parents Empowered" has remained relatively stable.

PERCEIVED RISK

While 34% of parents see underage drinking as a problem in their community, the remaining two-thirds see it as only a minor problem. Nonetheless, Utah parents continue to agree that underage drinking presents physical and social risks, particularly harm to the developing brain, addiction to alcohol and worse academic performance. Overall, the perceived risks decreased slightly compared to the previous years' study results with brain harms moving from 93% in 2018 to 92% in 2019; addiction to alcohol from 86% to 85%; while academic performance remained constant at 82%.

ACCESS TO ALCOHOL

Parents dramatically underestimate the availability of alcohol from home (only 12% last year, as measured in an annual tracking

study), while 2019 SHARP results indicate that 43.7% of all student drinkers obtained alcohol from their own home with their parents' permission, an increase of 1.1%, and 26.8% received it at someone else's home with their parents' permission. While it is encouraging to see a 4.7% drop this year in the number of kids who received alcohol at another person's home with parental permission, the rates for those who receive alcohol in their own home with their parent's knowledge continues to increase. This demonstrates the continued need to raise awareness of the availability of alcohol in the home and that all kids need their parents' help to stay alcohol-free.

PARENTAL INFLUENCE

Since the campaign's inception, one of the primary messages of the Parents Empowered initiative has been to arm parents with the knowledge they are the single largest influence in their child's decision about drinking underage. This year's survey, however, reflected a decrease in the number of parents who felt they were the greatest influence (from 68% to 63%).

BOUNDARIES

While most parents clearly communicate their rules about not drinking alcohol, parents who

"definitely" have rules decreased by 4% (from 92% to 88%) this year. Yet, these numbers still reflect a significant discrepancy with SHARP Survey results, where a much smaller percentage of students reported "definitely" having clear family rules about alcohol.

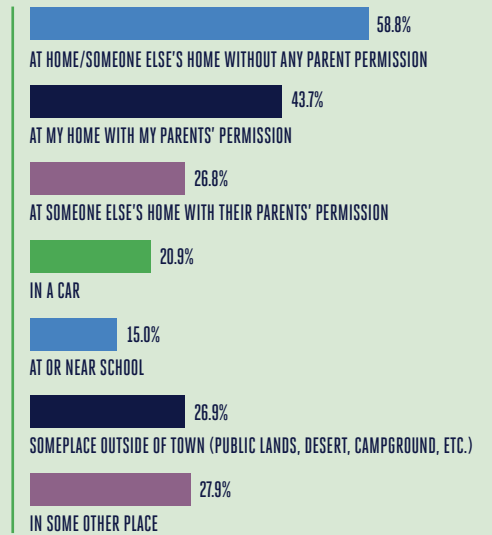
MONITORING

It's encouraging to note that parents are demonstrating an increased willingness to learn and use some of the proven skills to prevent their kids from using alcohol.

- Over two-thirds of parents monitor their child's online and social networking activities daily, weekly or monthly. As cell phone usage continues to rise, almost half of the polled parents are monitoring cell phones at least weekly.

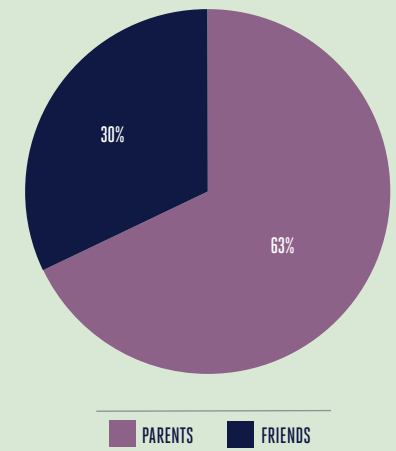
With Utah having one of the fastest growing populations in the nation, more and more new parents need to be educated about the crucial role they play in their kids' decision to drink and be motivated to take action to prevent it. This need for motivation is highlighted by the survey finding that 38% of parents report they have not taken action to prevent their children from drinking underage.

ACCESS TO ALCOHOL



YOUTH SHARP SURVEY QUESTION: During the past year, how many times (if any) did you drink alcohol at any of the following places?

INFLUENCE ON KIDS



DAN JONES SURVEY QUESTION: Who has the greatest influence on kids' decisions to drink or not?

Seventy-nine percent of parents now agree that whether their child experiments with alcohol primarily depends on what they do as a parent. In addition, each year, approximately 51,087 new students are entering their pre-teen years (see Utah State Office of Education, "Average Daily Membership," School Year 2019), which means there are always new parents to reach with the Parents Empowered underage drinking prevention message.

Bach Harrison Outcomes Analysis

Bach Harrison, an independent research services, program evaluation and survey administration firm, conducted a comprehensive review of the Parents Empowered prevention media program in June 2020 to illuminate changes over time associated with the Parents Empowered media campaign and to evaluate its overall effectiveness. Data from both the Utah Student Health and Risk Prevention (SHARP) Survey that polled youth attitudes and behaviors and the Parents Empowered Parent Survey that reported on parental attitudes and behaviors provided useful information for examining changes before and after the introduction of the media campaign. Two different sets of analyses were performed: trend analysis, which examines the changes in outcome variables over time, as compared to the baseline; and exposure analysis, which examines differences in outcomes as a function of exposure to the media campaign.

Ultimately, Bach Harrison concluded the Parents Empowered program has been effective in impacting the desired attitudinal and behavioral outcomes, based on statistically significant before and after measures. The following are details of the trend and exposure analysis results.

TREND ANALYSIS

As reported by Bach Harrison, the trend analyses compared measures that were taken in the first baseline research year to subsequent years' outcomes, to

determine if there was a statistically significant difference that was sustained over time (less than 5% likelihood the difference was due to chance alone). If there was statistical significance, Bach Harrison concluded the outcomes were impacted by the Parents Empowered program.

The following are some of the most compelling results for the trend analyses of Parents Empowered from 2005 to 2017, as reported in the Bach Harrison research.

Underage Drinking Rates

- Youth Lifetime Alcohol Use (a measure of experimentation with alcohol) has significantly decreased, reflecting a 40% decrease since campaign inception.
- Youth 30-day Alcohol Use (a measure of current or "regular" use) has significantly decreased, reflecting a 54% decrease.
- Youth Binge Drinking (a measure of heavy use) has significantly decreased, reflecting a 47% decrease.

Ultimately, Bach Harrison concluded the Parents Empowered program has been effective in impacting the desired attitudinal and behavioral outcomes, based on statistically significant before and after measures.

Of all the potential measures, these three are perhaps the most important, since they reflect thousands of Utah children who will grow up alcohol-free. The estimated reduction in the number of youth drinkers in 2019 as a result of decreasing alcohol use rates in Utah from 2009 to 2019 equates to almost 22,000 Utah kids from grades 6 to 12 who have never experimented with alcohol while underage, more than 13,000 fewer youth who used alcohol in the past 30 days and about 7,500 fewer youth who engaged in binge drinking.

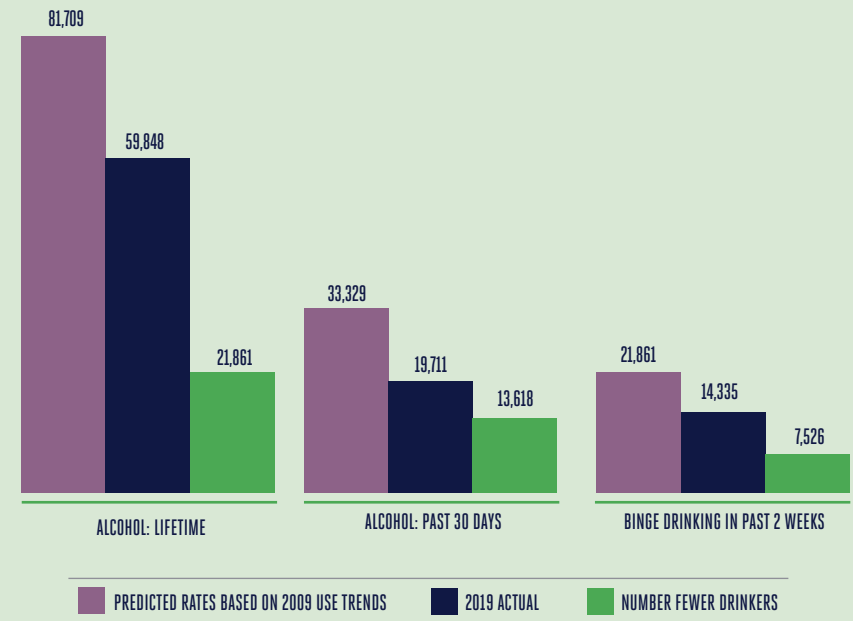
Parent Exposure to the Parents Empowered Media Campaign

Because Parents Empowered is a long-standing paid media, public awareness program, Bach Harrison also found it important to assess the audience's exposure to and awareness of the core media messages from when the campaign began in 2006 to 2019:

- Parents who report having seen or heard advertising recently talking about empowering parents has significantly increased, representing an increase of 121% (this item has not been polled since 2014).
- Parents who report having seen or heard advertising recently with the phrase Parents Empowered has significantly increased, representing an increase of over 450% at its peak in 2016. While there have been slight declines in awareness since, 2019 recall came in solidly at 65%.

Bach Harrison reports these results suggest the underage drinking prevention message is being heard and is relevant enough to be remembered.

TOTAL FEWER DRINKERS



Estimated number of fewer youth drinkers in 2019 as a result of decreasing alcohol-use rates in Utah from 2009 to 2019.

The Influence of Parents in Preventing Underage Drinking

One of the key research-driven messages of the public awareness campaign, and the reason the initiative is directed at parents rather than youth, is that parents are the number one reason kids choose not to drink. Therefore, it's encouraging to note this trio of statistically significant results that suggest this truth has resonated with and been adopted by parents:

- Parents who believe that parents are the greatest influence on whether children experiment/use alcohol has shown a significant increase with a clear upward trend from 2007 to 2018 and a drop-off in 2019.
- Parents' beliefs that whether a child experiments with alcohol primarily depends on what they do as parents has shown a significant increase from 2006 to 2014 and a slight, non-significant decrease from 2014 to 2019.
- Parents' beliefs that children will be less likely to try alcohol if they know parents are strongly opposed to underage drinking has shown a significant increase from 2006 to 2011 (the last year the question was included in the survey).

Taken together, the parent survey data illustrate that parents believe they play an important role in preventing underage drinking in their children. Despite the fact that beliefs about parent influence were relatively strong prior to the media campaign, trends suggest some of those beliefs became even stronger during the course of the media campaign.

Parental Disapproval of Alcohol and Setting Clear Rules about No Alcohol Use

However, Bach Harrison data also indicated a disconnect between parents and children regarding parental disapproval of regular underage alcohol use and setting clear rules about no underage drinking. While parents reported in the 2015 Dan Jones survey that 92% have rules, 88% have communicated these rules and 86% think their children know the rules, SHARP Survey reports youth perceptions are much lower at 67%.

Trend analyses support this contrast:

- Youth agreement that their parents would feel it is "very wrong" for them to use alcohol regularly has shown a significant increase with a clear upward trend from 2005 to 2015, from 83.4% to 91.6%, with nominal decreases from 2015 to 2019.
- Youth agreement that their parents have set clear rules and expectations about not drinking ANY alcohol (definitely agree) has shown a significant decrease from initial 2007 levels, before reversing trend in 2013 and finally showing a significant increase in 2017 and 2019. It should be noted the dramatic increase in 2019 is likely attributable to a wording change in the question responses.
- Youth agreement that their family has clear rules about alcohol and drugs has shown a significant decrease (definitely agree) from 2005 to 2017, which reversed with a very large jump seen in 2019. Again, it should be noted the dramatic increase in 2019 is likely attributable to a wording change in the question responses.
- Youth who indicated that parent(s) have "never" talked to them about rules and expectations of no alcohol use has shown a significant increase from 2007 to 2011, from 16.8% to 26.9%. Since that peak, the measure has shown a clear decreasing trend to 19.2% in 2019.

While it is encouraging to see that parent's strong disapproval of regular underage alcohol use is increasing, that disapproval has only recently resulted in increased rule setting to prevent it.

This finding provided by Bach Harrison highlights the continued need for parents to be explicit in their rule setting, to review them frequently, and to not rely on vague expectations of behavior or assumptions that children know what parents are thinking.

EXPOSURE ANALYSIS

Outcomes as a Function of Exposure to the Parents Empowered Media Campaign

The Bach Harrison exposure analyses seeks to answer the question of whether exposure to Parents Empowered media messages can predict differences in the desired outcomes.

Bach Harrison defined exposure as the percentage of specific ads remembered and their correlation with specific underage drinking beliefs, intentions to act and behaviors that parents reported.

The strongest correlations of outcome to the percentage of ads remembered that were related to the theme of “empowering parents” or the phrase “Parents Empowered” were:

- Perceptions of parental influence on preventing underage drinking—meaning that greater exposure to the campaign was associated with an increase in perceived parental influence;
- Intentions to set clear rules and expectations about underage drinking were significantly related to exposure to the Parents Empowered media campaign; and

- Behavior of setting rules and expectations about underage drinking was significantly related to exposure to the Parents Empowered media campaign.

These exposure results are especially promising since they have been core messages across the 13-year media campaign. As its name suggests, Parents Empowered seeks to empower parents—to arm them with the knowledge they are the number one influence in their child's decision of whether or not to drink underage. Once they know they can make a difference, then it has been Parents Empowered's mission to provide parents with the tools to keep their children's brains healthy and alcohol-free. The first step in the proven underage drinking prevention process is boundaries—setting clear rules about NO underage drinking.

Parents Empowered is effectively engaging Utah parents to set clear rules against underage drinking, thereby giving more Utah kids the chance for healthy, successful futures.

Parents Empowered is effectively engaging Utah parents to set clear rules against underage drinking, thereby giving more Utah kids the chance for healthy, successful futures.

*ELIMINATING ALCOHOL SALES
TO YOUTH (EASY) PROGRAM*

— 2020 —
**14TH ANNUAL
EASY REPORT**

**TO THE UTAH SUBSTANCE ABUSE &
MENTAL HEALTH ADVISORY COUNCIL**

*CONTENT FOR THIS REPORT PROVIDED BY
THE UTAH DEPARTMENT OF PUBLIC SAFETY/
HIGHWAY SAFETY OFFICE*

*4501 SOUTH 2700 WEST, BUILDING 3, 2ND FLOOR
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EXECUTIVE FACTS

Compliance Check Results

- Thirty-five law enforcement agencies conducted 1,074 compliance checks in FY2020.
- Five law enforcement agencies visited with 117 retail locations to educate them about the new training requirements for managers with the Department of Alcoholic Beverage Control (DABC)
- Two agencies were planning on starting compliance checks in their areas but were unable to begin checks due to COVID-19 restrictions.
- The statewide compliance (pass) rate was 90.25% in FY2019 and incrementally increased to 93.28% during FY2020.
- During FY2020, agencies received reimbursement for conducting compliance checks, including officer wages, underage buyer wages, mileage, and administrative costs totaling approximately \$44,000.

EASY Retail Clerk Training

The Utah Division of Substance Abuse and Mental Health (DSAMH) is responsible for certifying providers and programs that provide training for people who sell beer and other alcoholic beverages in Utah. All trainers need to re-certify every three years. All retail clerks that sell alcohol or oversee the sale of alcohol must be trained within 30 days of hire and re-certify at least every five years.

- DSAMH reports 14,471 retail clerks and 80 training providers were certified or re-certified during FY2020.
- Retail manager training is now mandatory through the DABC, with 555 off-premise consumption managers trained. Law enforcement officers may attend these training sessions.
- DSAMH has a system established to track retail clerk citation information for all law enforcement and retailers to reference.
- DSAMH reports there were 67 citations/warnings issued during FY2020.

EXECUTIVE SUMMARY

The Eliminating Alcohol Sales to Youth (EASY) compliance check program continues to have successes and challenges.

During FY2020, consistency remained the largest challenge. Due to the inevitable turnover in many agencies, time was needed to train new officers and underage buyers. As the year ended, restrictions due to the COVID-19 stay-at-home order forced many operations to be canceled. These restrictions will also affect the beginning of FY2021.

With the continuation of the EASY compliance check program, we strive to demonstrate the success that consistency and a stable funding source can establish.

PROGRAM OVERVIEW

Results from the 2019 Student Health and Risk Prevention (SHARP) Survey show lifetime use of alcohol (youth who have ever tried alcohol) continues to decline overall among all grades, dropping from 18.1% to 16.7%, with the largest drop among 12th graders. Binge drinking showed a decrease among 12th graders from 8.6% to 6.9%. Binge drinking among all grades dropped slightly from 4.3% to 4.0%, demonstrating the importance of being vigilant in our efforts to prevent youth from accessing alcohol.

The primary goal of the EASY program is to curtail the retail supply of alcohol to minors at off-premise consumption retail locations through two complementary methods: providing funds to local law enforcement agencies to conduct alcohol compliance checks, and requiring standardized and mandatory retail management and employee training. The retail training requirement has empowered frontline retail employees with the knowledge and information they need to avoid sales to minors, thereby removing the primary obstacles that frequently prevented law enforcement agencies from conducting compliance checks. Overall, Utah's law enforcement agencies and retailers continue to support the EASY program.

The Utah Department of Public Safety's Highway Safety Office (HSO) administers the compliance check portion of EASY. As required by statute, the HSO records data, analyzes results, and tracks records related to the compliance checks performed by law enforcement as part of EASY.

Successes and Challenges

FY2020 brought another round of successes and challenges. Inevitably, there is turnover in law enforcement agencies as officers look to advance their careers.

New officers step into the role of coordinating compliance checks and need training. Many of the covert underage buyers (CUBs) working with law enforcement “aged out” turning 20 years of age, requiring new CUBs to be recruited, hired, and trained before going out to conduct compliance checks.

The COVID-19 pandemic put a stop to conducting compliance checks, first with the stay-at-home order, and then with the unease of going to public places.

FY2020 welcomed two new agencies that had not conducted compliance checks, and after educational visits to their retailers, they were not able to start conducting checks, due to COVID-19 restrictions.

Compliance Check Statistics

Most of the participating agencies are concentrated along the Wasatch Front, which directly correlates to the majority of the population in Utah.

A total of 35 agencies conducted 1,074 compliance checks during FY2020. The compliance (pass) rate increased to 93.2%.

Compliance Check Analysis

Anecdotal evidence placed the average compliance rate for off-premise consumption retailers at 60% before the start of the statewide EASY program in July 2006. Since that time, the number of compliance checks steadily increased until FY2011, when carryover funding was depleted, leading to a decrease of nearly 1,000

FY2020 CHECK RATES

FISCAL YEAR	COMPLIANCE CHECKS CONDUCTED	COMPLIANCE RATE
FY2007	1,523	88.3%
FY2008	1,526	84.1%
FY2009	1,970	87.4%
FY2010	2,512	90.3%
FY2011	1,580	90.6%
FY2012	2,416	92.3%
FY2013	1,887	91.7%
FY2014	1,364	91.0%
FY2015	1,465	89.7%
FY2016	1,784	91.4%
FY2017	1,567	92.4%
FY2018	1,599	92.1%
FY2019	1,334	90.25%
FY2020	1,074	93.28%

checks. FY2012 showed a strong surge in compliance checks, nearly reaching FY2010 levels. Since then, the number of compliance checks conducted has averaged between 1,000 and 1,500. With participating agencies conducting checks more consistently, retailers have not relaxed their guard against properly identifying buyers, which led to a pass rate of 93.2%.

Wasatch Front Compliance Rates

Analyzing the 14th year data for the EASY program shows the number of participating agencies has slightly declined, and the

compliance rate incrementally increased. The HSO will continue to work with law enforcement agencies to initiate or renew their programs so agencies statewide can work toward eliminating alcohol sales to youth.

Law Enforcement Training

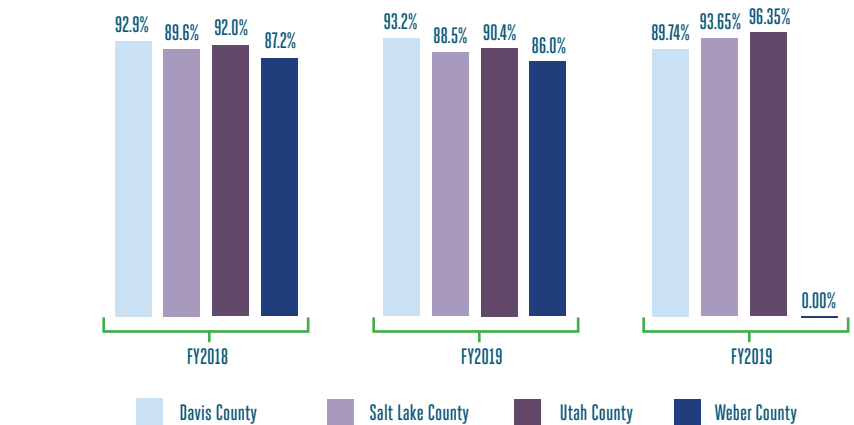
During FY2020, training was held with Sandy City PD, Heber City PD, Park City PD, Summit County SO, Bountiful PD, Weber County SO, and Riverdale PD. Training is offered to all law enforcement agencies statewide.

Retail Training

Retail clerks represent the front line of defense in Utah's quest to eliminate alcohol sales to youth. While law enforcement agencies may conduct four random alcohol compliance checks per calendar year at each retailer in their jurisdictions, retail clerks potentially face minors attempting to purchase alcohol at every hour of every day. To fortify this front line of defense, the EASY law contains a provision mandating standardized, state-approved training for everyone who sells or oversees the sale of alcohol.

DSAMH administers the retail training portion of EASY. The actual training is provided by private companies or individuals using trainers and curricula that are approved by DSAMH.

Training classes must be at least one hour in length and cover the following topics:



FY2018–2020 WASATCH FRONT COMPLIANCE

- Alcohol as a drug and its effects on the body and behavior
- Utah's law related to responsible alcoholic beverage sales
- How to recognize a problem drinker and the signs of intoxication
- How to check for valid identification
- Methods for dealing with difficult customers and terminating sales

The classes incorporate an important element of the 2007 Surgeon General's Call to Action to Prevent and Reduce Underage Drinking: to help retailers "understand why restrictions on adolescent access to alcohol and on alcohol availability need to be in place to prevent and reduce underage alcohol use and its consequences."

Retail management is now expected to complete a management training conducted by the Department of Alcohol Beverage Control (DABC). This training does not expire and follows the manager wherever they may go in the future. If a licensee gets a second violation in a 3-year period, the violator and all operation managers are required to take a violation training, according to Utah Code 32B-1-7.

During FY2008, DSAMH developed an online payment system that allows for real-time input of trained employees and streamlined the payment process. Off-premise consumption retail training providers receive a certification that is valid for up to three years. During FY2020, 80 trainers were either certified or re-certified.

Retail clerks receive a certification of training that is valid for up to five years, as long as the clerk stays compliant. Retailers throughout the state, from small privately-owned stores to large national corporations, have complied with the EASY retail clerk training requirements. Some create their own curriculum, while others have used one created by the Utah Food Association.

During FY2017, DSAMH created a website to track retail clerk citations and warnings issued as mandated during the legislative session. There have been approximately 500 citations issued and tracked since the database was established.

FY2020 SUMMARY

FY2020 represented the EASY alcohol compliance check program's fourteenth year. During this year, several agencies went through restructuring and a pandemic; consequently, the EASY compliance checks were not conducted consistently throughout the year. Despite the drop in the number of checks at 1,074, FY2020 shows an increase in compliance (pass) rates, with 90.25% in FY2019 to 93.28% currently.

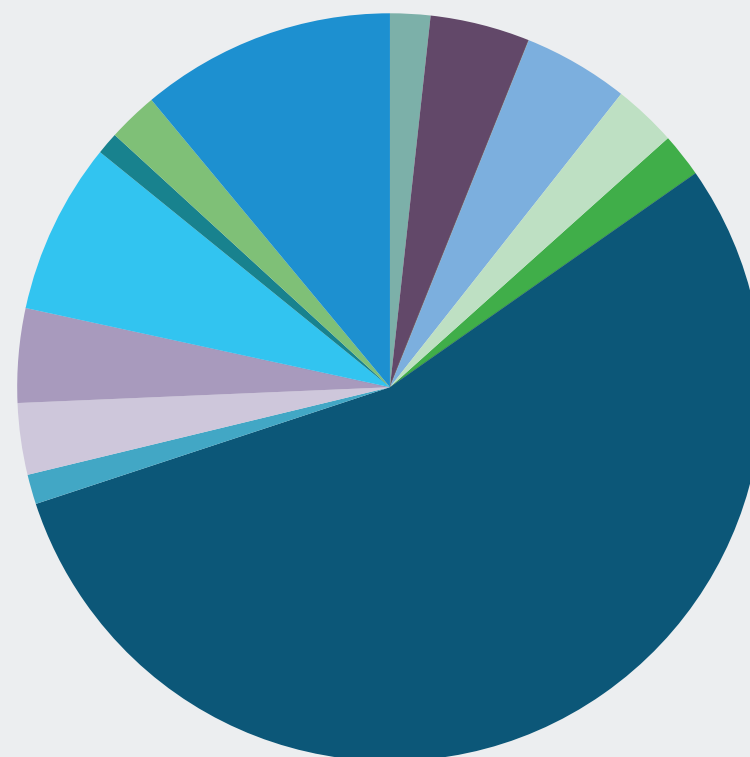
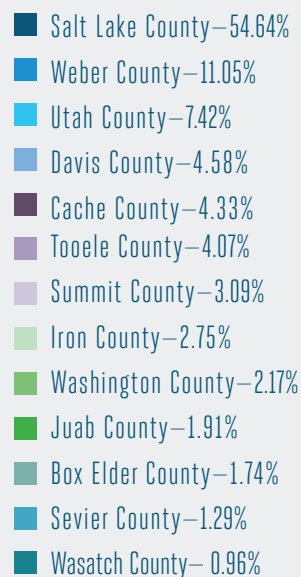
Since its inception, the success of EASY can be found in the law enforcement agencies and the officers who conduct compliance checks. The majority of the larger law enforcement agencies, and those along the Wasatch Front, have continued to perform EASY alcohol compliance checks and have integrated them into their overall crime prevention efforts. Many agencies have to overcome logistical challenges, but their communities will benefit from alcohol compliance checks and will see further benefits with consistent efforts.

The retail community continues to comply with the training requirements of the EASY program. New and established retailers alike are taking a proactive approach to comply with the EASY retail training requirements, fortifying the front line of defense in the effort to eliminate alcohol sales to youth.

FY2020

EASY FUNDS SPENT ON REIMBURSEMENT

COUNTY	PERCENTAGE	REIMBURSEMENT
Beaver County	0.00%	\$-
Box Elder County	1.74%	\$774.15
Cache County	4.33%	\$1,924.36
Carbon County	0.00%	\$-
Daggett County	0.00%	\$-
Davis County	4.58%	\$2,032.95
Duchesne County	0.00%	\$-
Emery County	0.00%	\$-
Iron County	2.75%	\$1,220.55
Juab County	1.91%	\$847.34
Morgan County	0.00%	\$-
Rich County	0.00%	\$-
Salt Lake County	54.64%	\$24,278.40
Sevier County	1.29%	\$572.51
Summit County	3.09%	\$1,373.12
Tooele County	4.07%	\$1,809.19
Uintah County	0.00%	\$-
Utah County	7.42%	\$3,297.77
Wasatch County	0.96%	\$427.71
Washington County	2.17%	\$961.92
Weber County	11.05%	\$4,910.51
Total	100%	\$44,430.48

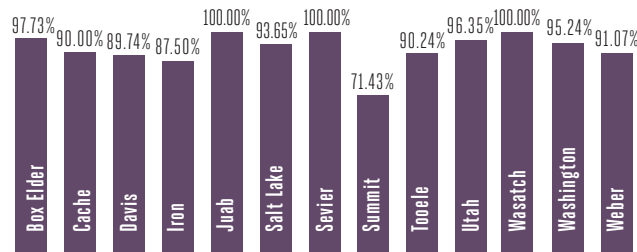


EASY FUNDS SPENT ON REIMBURSEMENT & COMPLIANCE CHECKS

BEAVER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
BOX ELDER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Brigham City	30	30	0	\$400.40	100.00%
Tremonton PD	14	13	1	\$373.75	92.86%
Subtotal	44	43	1	\$774.15	97.73%
CACHE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Cache County SO	49	45	4	\$1,211.21	91.84%
Logan PD	41	36	5	\$713.15	87.80%
Subtotal	90	81	9	\$1,924.36	90.00%
CARBON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
DAGGETT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
DAVIS COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Centerville PD	8	8	0	\$98.75	100.00%
Clearfield PD	50	42	8	\$1,016.78	84.00%
Layton PD	20	20	0	\$917.42	100.00%
Subtotal	78	70	8	\$2,032.95	89.74%
DUCHESE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
EMERY COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
IRON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Cedar City	48	42	6	\$1,220.55	87.50%
Subtotal	48	42	6	\$1,220.55	87.50%
JUAB COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Juab County SO	6	6	0	\$180.93	100.00%
Nephi PD	9	9	0	\$666.41	100.00%
Subtotal	15	15	0	\$847.34	100.00%
MORGAN COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
RICH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
SALT LAKE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Riverton PD	14	13	1	\$948.63	92.86%
South Jordan PD	88	81	7	\$4,138.97	92.05%
Unified PD—Kearns	109	105	4	\$11,894.20	96.33%
Unified PD—Midvale	11	11	0	\$254.02	100.00%
Unified PD—Millcreek	57	53	4	\$3,033.84	92.98%
Unified PD—Taylorsville	20	17	3	\$4,008.74	85.00%
Subtotal	299	280	19	\$24,278.40	93.65%
SEVIER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Richfield PD	9	9	0	\$572.51	100.00%
Subtotal	9	9	0	\$572.51	100.00%
SUMMIT COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Summit County SO	21	15	6	\$1,373.12	71.43%
Subtotal	21	15	6	\$1,373.12	71.43%
TOOELE COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Tooele City PD	34	33	1	\$1,455.67	97.06%
Tooele County SO	7	4	3	\$353.52	57.14%
Subtotal	41	37	4	\$1,809.19	90.24%
UINTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
-	-	-	-	-	-
UTAH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
American Fork PD	34	33	1	\$233.93	97.06%
Lehi PD	62	60	2	\$425.66	96.77%
Lindon PD	4	4	0	\$26.53	100.00%
Mapleton PD	4	4	0	\$20.24	100.00%
Orem DPS	66	63	3	\$754.56	95.45%
Payson PD	27	25	2	\$678.13	92.59%
Pleasant Grove PD	33	33	0	\$126.18	100.00%
Provo PD	30	29	1	\$393.93	96.67%
Salem City PD	6	6	0	\$36.11	100.00%
Santaquin PD	10	10	0	\$240.46	100.00%
Spanish Fork PD	25	22	3	\$209.52	88.00%
Springville PD	28	28	0	\$152.52	100.00%
Subtotal	329	317	12	\$3,297.77	96.35%
WASATCH COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Heber PD	2	2	0	\$427.71	100%
Subtotal	2	2	0	\$427.71	100%
WASHINGTON COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Hurricane PD	13	12	1	\$359.04	92.31%
St. George PD	29	28	1	\$602.88	96.55%
Subtotal	42	40	2	\$961.92	95.24%
WEBER COUNTY AGENCIES	COMPLIANCE CHECKS	PASSED	FAILED	REIMBURSEMENT	PERCENT
Ogden PD	49	44	5	\$4,337.26	89.80%
Riverdale PD	7	7	0	\$573.25	100.00%
Subtotal	56	51	5	\$4,910.51	91.07%
Grand Total	1,074	1,000	72	\$44,430.48	93.28%

FY2020

ALCOHOL RETAILER COMPLIANCE BY COUNTY



County	Compliance Checks	Passed	Failed	Compliance %
Box Elder County	44	43	1	97.73%
Cache County	90	81	9	90.00%
Davis County	78	70	8	89.74%
Iron County	48	42	6	87.50%
Juab County	15	15	0	100.00%
Salt Lake County	299	280	19	93.65%
Sevier County	9	9	0	100.00%
Summit County	21	15	6	71.43%
Tooele County	41	37	4	90.24%
Utah County	329	317	12	96.35%
Wasatch County	2	2	0	100.00%
Washington County	42	40	2	95.24%
Weber County	56	51	5	91.07%

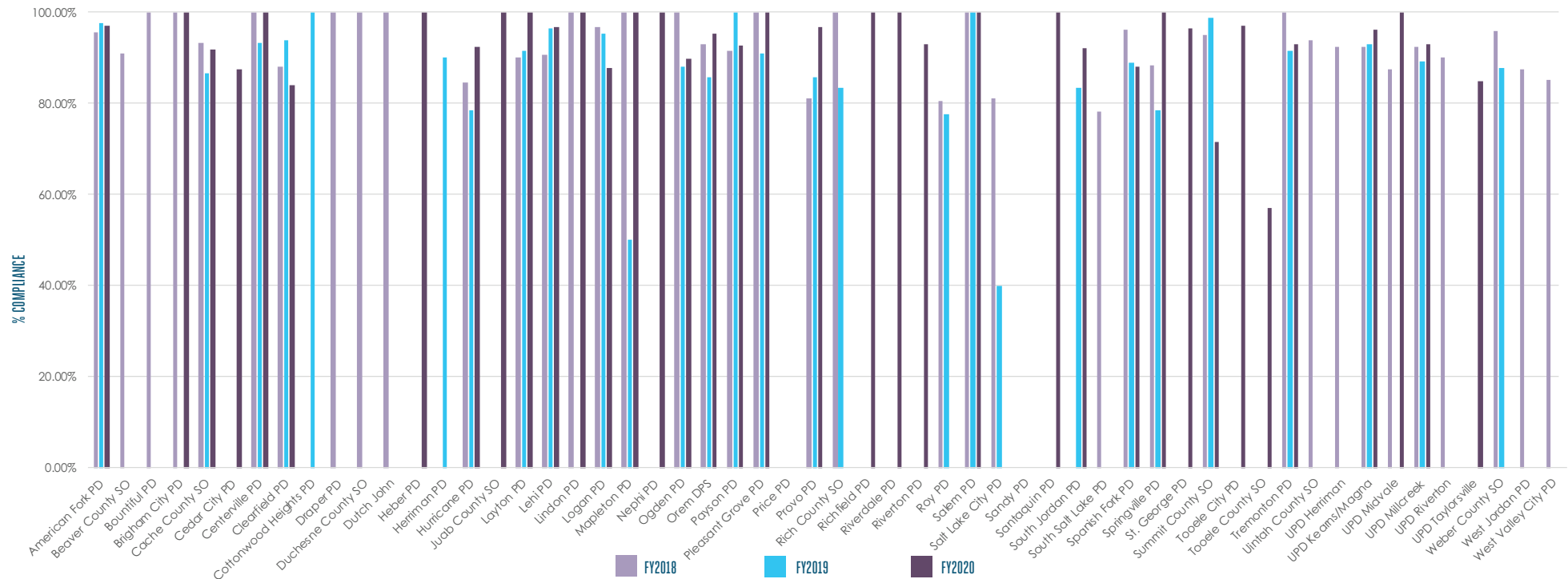
FY2018–2020

COMPLIANCE RATES & CHANGES BY COUNTY

County	FY18	FY19	% Change	FY19	FY20	% Change
Beaver	90.91%	-	-	-	-	-
Box Elder	100.00%	95.65%	4.35%	95.65%	97.73%	2.08%
Cache	95.12%	91.13%	-3.99%	91.13%	90.00%	-1.13%
Carbon	-	88.24%	-	88.24%	-	-
Daggett	-	-	-	-	-	-
Davis	92.86%	93.16%	.30%	93.16%	89.74%	-3.42%
Duchesne	100.00%	-	-	-	-	-
Emery	-	-	-	-	-	-
Iron	-	-	-	-	87.50%	-
Juab	-	86.96%	-	86.96%	100.00%	13.04%
Morgan	-	-	-	-	-	-
Rich	100.00%	83.33%	-16.67%	83.33%	-	-
Salt Lake	89.62%	88.46%	-1.16%	88.46%	93.65%	5.19%
San Juan	-	-	-	-	-	-
Sevier	-	92.31%	-	92.31%	100.00%	7.69%
Summit	95.00%	98.70%	3.7%	98.70%	71.43%	-27.27%
Tooele	-	-	-	-	90.24%	-
Uintah	93.75%	-	-	-	-	-
Utah	92.04%	90.43%	-1.61%	90.43%	96.35%	5.92%
Wasatch	-	-	-	-	100.00%	-
Washington	84.62%	78.57%	-6.05%	78.57%	95.24%	16.67%
Weber	87.18%	85.96%	-1.22%	85.96%	91.07%	5.11%

-No results reported

COMPLIANCE RATES BY LAW ENFORCEMENT AGENCY



AGENCY	FY2018	FY2019	FY2020
American Fork PD	95.56%	97.78%	97.06%
Beaver County SO	90.91%	-	-
Bountiful PD	100.00%	-	-
Brigham City PD	100.00%	-	100.00%
Cache County SO	93.33%	86.67%	91.84%
Cedar City PD	-	-	87.50%
Centerville PD	100.00%	93.33%	100.00%
Clearfield PD	88.06%	93.94%	84.00%
Cottonwood Hgts. PD	-	100.00%	-
Draper PD	100.00%	-	-
Duchesne Co. SO	100.00%	-	-
Dutch John	100.00%	-	-
Heber PD	-	-	100.00%
Herriman PD	-	90.00%	-

AGENCY	FY2018	FY2019	FY2020
Hurricane PD	84.62%	78.57%	92.31%
Juab County SO	-	-	100.00%
Layton PD	90.00%	91.67%	100.00%
Lehi PD	90.74%	96.49%	96.77%
Lindon PD	100.00%	-	100.00%
Logan PD	96.63%	95.31%	87.80%
Mapleton PD	100.00%	50.00%	100.00%
Nephi	-	-	100.00%
Ogden PD	100.00%	88.16%	89.80%
Orem DPS	92.91%	85.71%	95.45%
Payson PD	91.53%	100.00%	92.59%
Pleasant Grove PD	100.00%	90.91%	100.00%
Provo PD	81.13%	85.71%	96.67%
Rich County SO	100.00%	83.33%	-

AGENCY	FY2018	FY2019	FY2020
Richfield PD	-	-	100.00%
Riverdale PD	-	-	100.00%
Riverton PD*	90.00%	-	92.86%
Roy PD	80.43%	77.78%	-
Salem PD	100.00%	100.00%	100.00%
Salt Lake City PD	81.08%	40.00%	-
Santaquin PD	-	-	100.00%
South Jordan PD	-	83.33%	92.05%
South Salt Lake	78.13%	-	-
Spanish Fork PD	96.23%	88.89%	88.00%
Springville PD	88.33%	78.57%	100.00%
St. George PD	-	-	96.55%
Summit County SO	95.00%	98.70%	71.43%
Tooele City PD	-	-	97.06%

AGENCY	FY2018	FY2019	FY2020
Tooele County SO	-	-	57.14%
Tremonton PD	100.00%	91.67%	92.86%
Uintah County SO	93.75%	-	-
UPD Herriman	92.31%	-	-
UPD Kearns/Magna	92.31%	92.86%	96.33%
UPD Midvale	87.50%	-	100.00%
UPD Millcreek	92.50%	89.16%	92.98%
UPD Taylorsville	-	-	85.00%
Wasatch County SO	-	-	-
Washington City PD	-	-	-
Weber County SO	96.00%	87.86%	-
West Jordan PD	87.50%	-	-
West Valley City PD	85.25%	-	-

*Formerly UPD Riverton

COMPLIANCE RATES & CHANGES BY AGENCY

AGENCY	FY2018	FY2019	% Change	FY2019	FY2020	% Change
American Fork PD	95.56%	97.78%	2.22%	97.78%	97.06%	-0.72%
Beaver County SO	90.91%	-	-	-	-	-
Bountiful PD	100.00%	-	-	-	-	-
Brigham City PD	100.00%	-	-	-	100.00%	-
Cache County SO	93.33%	86.67%	-6.66%	86.67%	91.84%	5.17%
Cedar City PD	-	-	-	-	87.50%	-
Centerville PD	100.00%	93.33%	-6.67%	93.33%	100.00%	6.67%
Clearfield PD	88.06%	93.94%	5.88%	93.94%	84.00%	-9.94%
Cottonwood Heights PD	-	100.00%	-	100.00%	-	-
Draper PD	100.00%	-	-	-	-	-
Duchesne County SO	100.00%	-	-	-	-	-
Dutch John	100.00%	-	-	-	-	-
Heber PD	-	-	-	-	100.00%	-
Herriman PD	-	90.00%	-	90.00%	-	-
Hurricane PD	84.62%	78.57%	-6.05%	78.57%	92.31%	13.74%
Juab County SO	-	-	-	-	100.00%	-
Layton PD	90.00%	91.67%	1.67%	91.67%	100.00%	8.33%
Lehi PD	90.74%	96.49%	5.75%	96.49%	96.77%	0.28%
Lindon PD	100.00%	-	-	-	100.00%	-
Logan PD	96.63%	95.31%	-1.32%	95.31%	87.80%	-7.51%
Mapleton PD	100.00%	50.00%	-50.00%	50.00%	100.00%	50.00%
Nephi PD	-	-	-	-	100.00%	-
Ogden PD	100.00%	88.16%	-11.84%	88.16%	89.80%	1.64%
Orem DPS	92.91%	85.71%	-7.20%	85.71%	95.45%	9.74%
Payson PD	91.53%	100.00%	8.47%	100.00%	92.59%	-7.41%
Pleasant Grove PD	100.00%	90.91%	-9.09%	90.91%	100.00%	9.09%
Provo PD	81.13%	85.71%	4.58%	85.71%	96.67%	10.96%

AGENCY	FY2018	FY2019	% Change	FY2019	FY2020	% Change
Rich County SO	100.00%	83.33%	-16.67%	83.33%	-	-
Richfield PD	-	-	-	-	100.00%	-
Riverdale PD	-	-	-	-	100.00%	-
Riverton PD*	90.00%	-	-	-	92.86%	-
Roy PD	80.43%	77.78%	-2.65%	77.78%	-	-
Salem PD	100.00%	100.00%	0.00%	100.00%	100.00%	0.00%
Salt Lake City PD	81.08%	40.00%	-41.08%	40.00%	-	-
Sandy PD	-	-	-	-	-	-
Santaquin PD	-	-	-	-	100.00%	-
South Jordan PD	-	83.33%	-	83.33%	92.05%	8.72%
South Salt Lake PD	78.13%	-	-	-	-	-
Spanish Fork PD	96.23%	88.89%	-7.34%	88.89%	88.00%	-0.89%
Springville PD	88.33%	78.57%	-9.76%	78.57%	100.00%	21.43%
St. George PD	-	-	-	-	96.55%	-
Summit County SO	95.00%	98.70%	3.70%	98.70%	71.43%	-27.27%
Tooele City PD	-	-	-	-	97.06%	-
Tooele County SO	-	-	-	-	57.14%	-
Tremonton PD	100.00%	91.67%	-8.33%	91.67%	92.86%	1.19%
Utah County SO	93.75%	-	-	-	-	-
UPD Herriman	92.31%	-	-	-	-	-
UPD Kearns/Magna	92.31%	92.86%	0.55%	92.86%	96.33%	3.47%
UPD Midvale	87.50%	-	-	-	100.00%	-
UPD Millcreek	92.50%	89.16%	-3.34%	89.16%	92.98%	3.82%
UPD Taylorsville	-	-	-	-	85.00%	-
Weber County SO	96.00%	87.86%	-8.14%	87.86%	-	-
West Jordan PD	87.50%	-	-	-	-	-
West Valley City PD	85.25%	-	-	-	-	-